


**DTX 1483**  
**(USPS-ADS-0000042055)**  
**(Excerpt)**  
**(Redacted)**

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# CAMPAIGN PARAMETERS



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USPS-ADS-000004205

## CAMPAIGN MEASUREMENT PARAMETERS



### CAMPAIGN OBJECTIVE AND MEASUREMENT

- Generate Awareness for Delivering For America & Create Interest for the USPS Connect suite of solutions



### CHANNELS INCLUDED:

- National: **Video, Audio, Podcast, Display, Social, Search**, Print and Radio
- Local: **Display, Search, Social, Audio**, Print, Radio and DOOH



### CAMPAIGN FLIGHT:

- February 14<sup>th</sup> – September 30<sup>th</sup>



### CAMPAIGN SPEND:

- [REDACTED]

Bold font denotes channels measured in wrap up



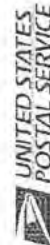
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## RECAP OF MEDIA APPROACH

Comms Goal	Change how people think about and use USPS	
Target	America / Business Audiences	
Objective	Generate Awareness for Delivering For America & Create Interest for USPS Connect	Create Interest for USPS Connect in Heavy-Up Markets
Geo	National, Rotate Local by Zip Code	Priority Markets (10)
Channels	Video Print Search	Audio Print DOOH
Messaging	National: Delivering For America / Connect Regional Local By Zip: Connect Local	Connect Local
Flight	2/14-9/30	By Market Launch Dates
Budget		



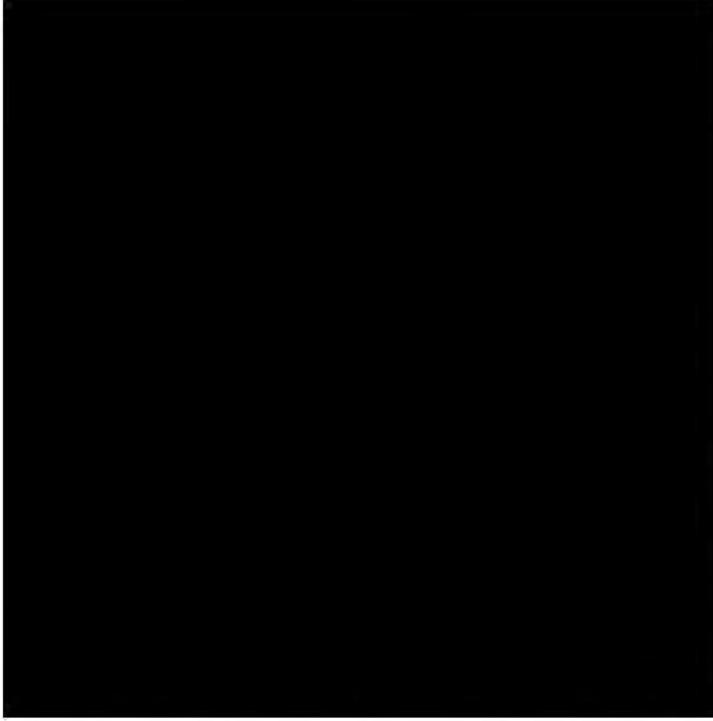
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## MEDIA PLAN SPEND ALLOCATION BY CHANNEL

CHANNEL	FLIGHT DATES
Video	4/28 - 9/11
Display	2/23 - 9/30
Radio	3/7 - 9/30
Search	2/14 - 9/30
Social	2/14 - 9/30
Print	3/14 - 9/30
Streaming Audio	2/23 - 9/30
DOOH	4/18 - 9/30
Podcast	3/22 - 9/30
TOTAL SPEND	

Video includes Digital Video and Linear TV



Video Display Social Search Audio Podcast Radio Print DOOH



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# PERFORMANCE OVERVIEW



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## AT A GLANCE PERFORMANCE OVERVIEW

- Display
  - Within DFA, [REDACTED] units drove the most efficient traffic to site activity fell within campaign benchmarks
  - [REDACTED] within Connect fell outside of benchmark which mainly can be attributed to the [REDACTED] performance [REDACTED] struggled to perform within ROAS benchmarks across all campaigns
- Search
  - [REDACTED] drove the majority of spend, clicks and impressions across all campaigns
  - Search [REDACTED] ROAS benchmarks within DFA and Connect
- Social
  - Across both DFA and Connect, Social [REDACTED] benchmarks with [REDACTED] driving the most efficiency within the [REDACTED] plan and [REDACTED] being the [REDACTED]
- Streaming Audio
  - Across [REDACTED] Streaming Audio [REDACTED] to scale due to the [REDACTED]



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## KPI BENCHMARKS: DFA PERFORMANCE

Media Channel	Target Market	Buy Details	KPI Metric	DFA Connect FY23 Benchmark	Performance	Not Benchmarked
Display	General Market	Standard Banners	CPLPH			
		eComm	ROAS			
	Hispanic	Standard Banners	CPLPH			
		eComm	CPLPH			
Streaming Audio	African American	Standard Banners	CPLPH			
	High Impact	Standard Banners	CPLPH			
	General Market	Audio	Delivery in Full/Brand Health			
	Hispanic	Audio	Delivery in Full/Brand Health			
Podcasting	African American	Audio	Delivery in Full/Brand Health			
	General Market	Audio	Delivery in Full/Brand Health			
Search		Evergreen + Stamps + PLAS	ROAS			
	General Market	DFA	CPC			
	Hispanic	MC Consumer	CPC			
		Facebook	CPC			
Social: Traffic	General Market	Twitter	CPC			
		LinkedIn*	CPC			
	Hispanic	Facebook	CPC			
		Facebook	CPV			
Social: Awareness	General Market	Twitter	CPV			
	Hispanic	Facebook	CPV			
		Video	Delivery in Full/Brand Health			
	General Market	Programmatic	VCR			
Online Video	Hispanic	Video	Delivery in Full/Brand Health			

\* Provided by vendor

CPLPH	Cost per landing page in
CPC	Cost per click
CPV	Cost per view
ROAS	Return on ad spend
VCR	Video complete rate



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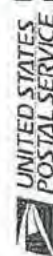
## KPI BENCHMARKS: CONNECT

Media Channel	Target Market	Buy Details	KPI Metric
Display	General Market	Standard Banners	CPLPH
		ReComm	ROAS
Streaming Audio	African American	Standard Banners	CPLPH
	General Market	Audio	Delivery in Full/Brand Health
	Hispanic	Audio	Delivery in Full/Brand Health
Search	African American	Audio	Delivery in Full/Brand Health
	General Market	Evergreen + Stamps + PLAs	ROAS
		Connect	CPC
Social: Traffic	Hispanic	MC Consumer	CPC
	General Market	Facebook	CPC
		Twitter	CPC
Social Lead Gen		LinkedIn*	CPC
	General Market	Facebook	CPC

\*Provided by vendor

\*\*Note: Combined Connect Local & Regional performance

CPLPH	Cost per landing page hit
CPC	Cost per click
CPV	Cost per view
ROAS	Return on ad spend
VCR	Video complete rate



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# CHANNEL PERFORMANCE



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# Display: General Market



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## RECAP OF GM DISPLAY PARTNERS AND TARGETING

### Standard Banners

Leverage 3P data partners, HVAs, and Contextual segments to identify qualified users



### PMPs

Reach users while they are in a business mindset, consuming relevant content



### HVAs

Utilize the custom High Value Audiences to reach Medium to Large Business Shipping Decision makers

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### E-Commerce

Utilize Amazon's DSP & O&O as well as eBay's inventory to target B2B audiences and continue to drive strong ROAS



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DFA



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## DFA: CONTINUE TO LEVERAGE CONTEXTUAL SEGMENTS THROUGH MATTERKIND

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### What we did:

- Standard Banners performed well in garnering a [REDACTED]
- Optimizations made throughout campaign flight included prioritizing device types, blocking sites with high CPLPHs, and optimizing between top performing tactics

### What we learned/Impact to future plans:



	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
DFA								
Eyeota								
Captify								
Bombora								
FourSquare								
Dun & Bradstreet								
Adstra								
Matterkind								
USPS Connect Visitors								
News								
Google Custom Affinity								
Business/Finance								
Technology								
Unruly TV Retargeting								
TOTAL								



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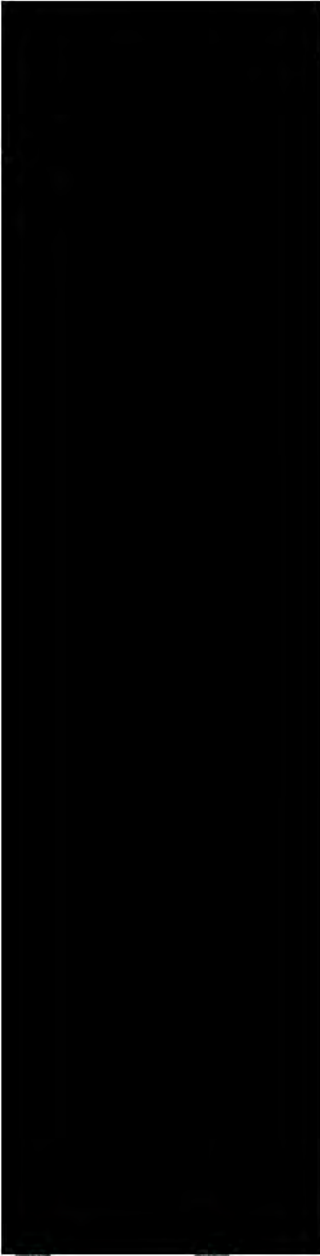
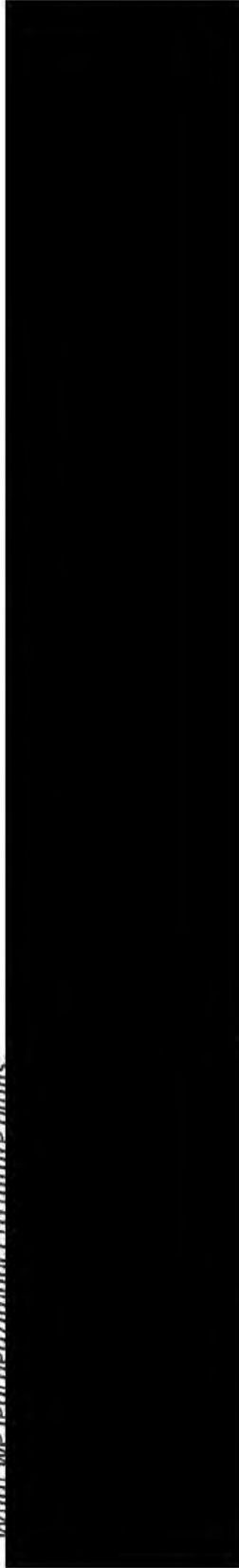
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## DFA: PMP'S

### What we did:

- PMPs performed
- Optimizations made throughout campaign flight included prioritizing top performing publishers

### What we learned/Impact to future plans:



DFA
Fast Company
CNBC
WSJ
TOTAL



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## DFA: PERFORMANCE WAS

### What we did:

- The custom HVA
- Employed the 3<sup>rd</sup> party data targeting to complement the HVA and expand scale
  - Prioritized device types with strongest performance, blocking sites with high CPLPHs, and optimizing between creative sizes

### What we learned/impact to future plans:

	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
DFA								
HVA - Medium/Large Business								
HVA - Small Business								
TOTAL								



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## DFA: AMAZON

### What we did:

- Leveraged Display units across Amazon's DSP and eBay's first party data segments to identify and reach Shipping/Logistic Decision Makers
- [REDACTED]
- Amazon [REDACTED]
  - Amazon ran into scale limitations
- Optimizations made throughout flight include prioritizing Mobile over Desktop

### What we learned/Impact to future plans:

[REDACTED]

	Spend	Impressions	Clicks	CTR	Advertiser Name	Unit Name
DFA	[REDACTED]					
eBay						
Amazon						
Open Exchange						
TOTAL	[REDACTED]					



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# CONNECT/REGIONAL



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CONNECT: GA TACTICS [REDACTED]

What we did:

- Standard Banners performed within [REDACTED]
  - Launched local markets by waves which limited scale and performance for half of flight
  - Optimizations made throughout campaign flight included prioritizing device types, blocking sites with high CPLPHs, and optimizing between creative sizes

What we learned/Impact to future plans:

[REDACTED]

	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
Connect Local	[REDACTED]							
Matterkind								
GART								
GALAL								
Eyeota								
Bombora								
Dun & Bradstreet								
TOTAL	[REDACTED]							



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## GA LOOK A LIKE AUDIENCES

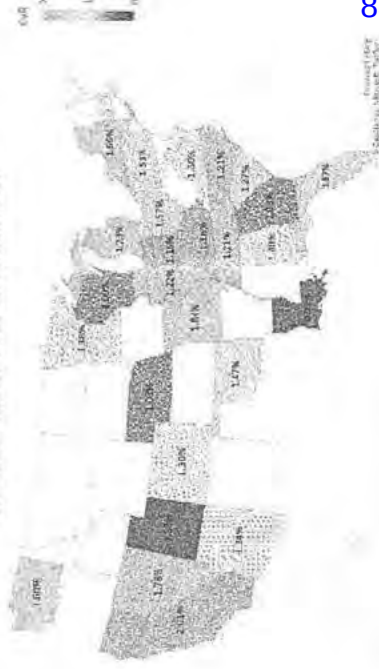
### What we did:

- Connect Addressable
- Optimizations made throughout campaign flight included prioritizing mobile devices
- Utilized Addressable within eBay and Amazon

### What we learned/Impact to future plans:

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USPS Geo-Targeted Cities Conversion Rates



	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
Connect Local								
Matterkind								
GART								
GALAL								
BT								
Eyeota								
Bombora								
Dun & Bradstreet								
Amazon Open Exchange								
eBay								
Fast Company								
TOTAL								

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- Standard Banners
- Prioritized as this tactic

- Downloaded from <http://ajph.org/> on November 10, 2014



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## CONNECT LOCAL & REGIONAL:

### What we did:

- The HVA within Connect Local
  - The Connect 3<sup>rd</sup> party data partners
  - Once all zip codes were implemented,
- The HVA within Regional
- Optimizations made throughout campaign flight included prioritizing device types and blocking sites with high CPLPHs

Local	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
Connect Local								
HVA - Small Business								
TOTAL								
Regional								
Connect Regional								
HVA - Medium/Large Business								
TOTAL								



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## CONNECT LOCAL & REGIONAL:

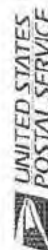
### What we did:

- PMPs [REDACTED]
- [REDACTED]
- Optimizations made throughout campaign might included prioritizing top performing PMPs and optimizing between creative sizes [REDACTED]

### What we learned/Impact to future plans:

[REDACTED]

Local	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
CNBC	[REDACTED]							
Fast Company								
WSJ								
TOTAL								
Regional	[REDACTED]							
CNBC								
Fast Company								
WSJ								
TOTAL								



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## CONNECT LOCAL & REGIONAL:

### What we did:

- Connect E-Comm
- Regional E-Comm
- Optimizations made throughout campaign flight included shifting budgets between Amazon or eBay and prioritized device type

### What we learned/Impact to future plans:

Connect	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	★ ROAS
eBay								
Amazon Open Exchange								
Amazon O&O								
TOTAL								
Regional								
eBay								
TOTAL								

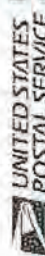


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**Display: Hispanic/Spanish Language**



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DFA



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# REACHED THE BUSINESS DECISION MAKER THROUGH MATTERKIND'S PROGRAMMATIC TACTICS

## Standard Banners

Leveraged 3P data providers and layered behavioral and contextual targeting to reach the Hispanic BDM



## Foursquare

Utilized geo targeting with Foursquare to reach an audience who have visited similar competitor stores



## HVAs

Built Custom High Value Audiences and activated these HVAs to generate awareness for Delivering for America



## Look-A-Like Targeting

Located relevant audiences by finding users who have visited similar pages



## E - Commerce

Amazon's DSP & O&O as well as eBay's inventory to target B2B audiences



## Google Custom Affinity

Reached Hispanic Business Decision Makers through relevant keywords and URLs



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## DFA: UTILIZE 3<sup>RD</sup> PARTY DATA PROVIDERS AND ACTIVATED HIGH VALUE AUDIENCES



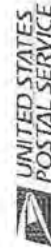
### What we did:

- Leveraged Adstra, Bombora, Dun & Bradstreet, and Eyeota to target both Small Business Owners and the Medium to Large Shipping and Logistics Decision Makers
- Optimized between creative sizes based on performance and prioritized spend towards mobile units
- Introduced custom built HVA's to reach the Hispanic Small Business Owner and the Medium to Large Logistics Decision Makers to increase awareness

### What we learned/Impact to future plans:



	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPI/PH	Revenue	ROAS
Bombora/D&B/Eyeota - Small Business Owner								
Adstra/Bombora/D&B/Eyeota - Medium/Large Shipping/Logistics DM								
HVA - Small Business								
HVA - Medium/Large Business								
TOTAL								



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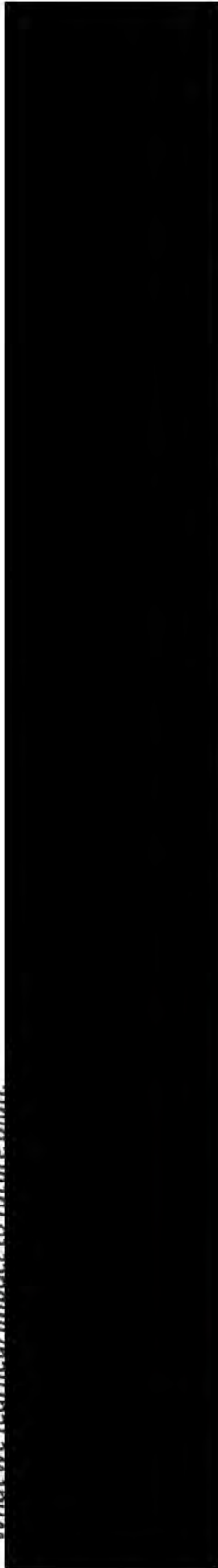
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## DFA: EXPLORED ADDITIONAL TACTICS TO INCREASE TARGETING CAPABILITIES

### What we did:

- Utilized display assets across the Amazon Open Exchange and Amazon Q&O sites
- Implemented contextual targeting across News, technology, Business, and Finance sites
- Created relevant keyword and URL lists to target the Hispanic Business Decision Makers with Google Custom Affinity
- Targeted users who have visited similar pages as target audience through Matterkind's Lookalike tactic
- Identified Hispanic users who have visited USPS, UPS, DHL, and FedEx stores with Foursquare
- Leveraged eBay's 1P data segments to target small business owners and Medium/Large Logistics Decision Makers

### What we learned/Impact to future plan:



	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
Amazon								
Google Custom Affinity								
Lookalike								
Contextual								
FourSquare								
eBay								
TOTAL								

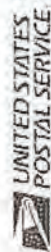


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**Display: Black American**



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DFA



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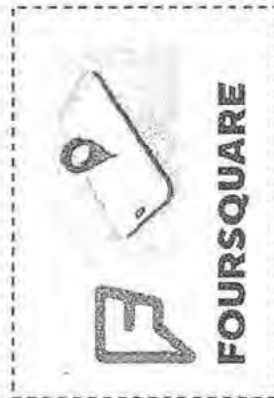
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## RECAP OF BA DISPLAY PARTNERS AND TARGETING

### Geo Targeting

Utilized Geo-Targeting partner  
FourSquare in DFA plan to reach  
audiences frequently visiting USPS or  
other competitor shipping locations



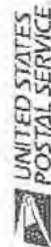
### Standard Banners (BT/CT/BA + Vertical)

Leveraged behavioral and contextual  
targeting from top 3P data providers with  
additional BA segmentation to reach Black  
American BDM



### Business Publication PG

Applied BDM and SBO targeting to  
endemic BA-owned/targeted  
business publisher *Black Enterprise*  
as a programmatic guarantee deal



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# UTILIZED DIVERSE TACTICAL PLAN TO ALIGN TO BA INTERESTS AND PASSION POINTS

## What we did:

- Collaborated with Matterkind to target the Black American Shipping/Logistics BDM & SBO audience, garnering a [REDACTED]
- Ran with Geo-targeting partner Foursquare to reach users who frequent USPS or competitor shipping locations
- Secured PG deal through Matterkind with *Black Enterprise* to reach BA audience through culturally-relevant content created by and for Black American business enthusiasts [REDACTED]
- Optimizations made throughout flight include tweaking viewability parameters and shifting budget allocations toward mobile devices

## What we learned/impact to future plans:

[REDACTED]

	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
Matterkind (BT/CT)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Foursquare	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Black Enterprise	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
OpenX AA Network	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
TOTAL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



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# CONNECT REGIONAL



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**OpenX**  
**BLACK ENTERPRISE**

## TARGETED BLACK AMERICAN BDM THROUGH BEHAVIORAL AND CONTEXTUAL ACTIVATIONS

### *What we did:*

- Spread awareness of Connect initiatives through Regional campaign targeted toward BA medium/large LDMs, driving a [REDACTED]
- Leveraged similar tactical plan to DFA with programmatic activations through Matterkind, Black Enterprise, and OpenX [REDACTED]
- [REDACTED]
- Optimizations made throughout might include shifting spend towards Behavioral/Contextual tactics and Mobile devices

### *What we learned/Impact to future plans:*

[REDACTED]

	Spend	Immersive	Clicks	CTD	Leadline Data Util
Matterkind (BT/CT)	[REDACTED]				
Black Enterprise					
OpenXAA Network					
TOTAL					



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**Display: High Impact**



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## RECAP OF HIGH IMPACT DISPLAY PARTNERS AND TARGETING

### Programmatic

Leveraged proven Programmatic tactics to deliver Social Boosted creative to Shipping/Logistics Decision Makers

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**gumgum**

**KARGO**

**yahoo!**  
adtech

**MiQ**

### App Data

Capitalized on proven performance leveraging App based audiences to target Shipping/Logistics Decision Makers

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**ogury** **is ironSource**

**ADCOLONY**  
Powered by: matterkind

### Carrier Data

Leveraged partnerships with T-Mobile and Emodo to gain access to highly scalable, accurate and persistent data directly from Mobile Carriers.

Powered by:

**Emodo**

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### Advanced Machine Learning

Incorporated Cognitiv's **Deep Learning** technology in an effort to predict consumer behavior and drive efficient conversions at scale

Powered by:

**COGNITIV**



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**DFA: IRON SOURCE AND OGDY DROVE THE MOST EFFICIENCY**

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**What we did:**

- Delivered USPS messaging through formats leveraging 3<sup>rd</sup> party behavioral targeting, Carrier data targeting, App Data, and Advanced Machine Learning
- Rich Media units
  - Prioritized IronSource and Ogury as well as top performing Matterkind partners to drive efficient CPLPH
- Optimized towards top performing units, removed Sites that had low viewability, and lowering delivery on less engaging days

*What we learned/Impact to future plans:*

	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
DFA								
IronSource								
Ogury.com								
Emodo								
Matterkind								
Vahool Native								
Kargo								
GumGum								
AdColony - Rich Media PMP								
AdColony - Content Media PMP								
Aki Technologies								
Cognitiv								
T-Mobile								
Media IQ								
<b>TOTAL</b>								


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## DFA: SOCIAL BOOST GOOGLE CUSTOM AFFINITY DROVE

### What we did:

- Delivered USPS messaging through Social Boost formats leveraging 3<sup>rd</sup> party behavioral targeting and Contextual targeting
- Social Boost units p
- Optimizations made throughout campaign flight included shifting budget allocations towards best performing 3<sup>rd</sup> party segments and creative sizes

### What we learned/impact to future plans:

	Spend	Impressions	Clicks	CTR	Landing Page Hits	CPLPH	Revenue	ROAS
DFA								
Matterkind								
Matterkind								
Google Custom Affinity								
USPS Connect Visitors								
News								
Technology								
Business/Finance								
Captify								
FourSquare								
Eyeota								
Bombora								
D&B								
Adstra								
TOTAL								



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DFA: KARGO

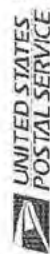
What we did:

- The custom HVA performed

• Prioritized device types with strongest performance, blocking sites with high CPLPHs, and optimizing between creative sizes

What we learned/Impact to future plans:

	Spend	Impressions	CTR	Landing Page Hits	Conversion
DFA					
Matterkind					
HVA - Medium/Large Business					
Kargo					
Matterkind					
GumGum					
AdColony - Rich Media PMP					
HVA - Small Business					
Kargo					
Matterkind					
GumGum					
AdColony - Rich Media PMP					
TOTAL					



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# Digital Video: General Market and Hispanic



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# RECAP OF SPRING DIGITAL VIDEO PARTNERS AND TARGETING

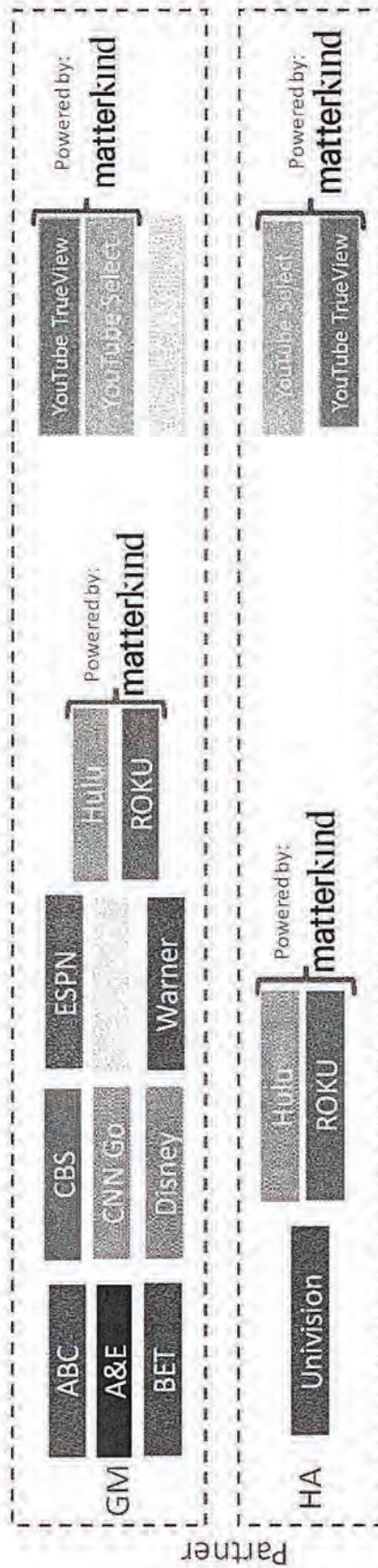
**NON-FEP IN-STREAM/OUT-STREAM**

Reach target audience across premium YouTube content, Long and Short form video

**FEP IN-STREAM**

Extend linear TV reach with premium FEP inventory across all platforms

Tactic



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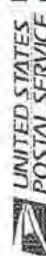
## UTILIZED VIDEO TO ADVANCE CONSIDERATION OF USPS AGAINST KEY AUDIENCES

### *What we did/what we learned:*

- Continued our partnership with top 100% non-skip streaming platforms
- For non-direct, we implemented the HVA, YouTube, a blend of Programmatic tactic
- GM and HA media Non-FEP drove in incremental reach which brings total media delivery to
  - General Market Non-FEP reached Adults 25-54 and the shipping & logistics decision maker at medium-large businesses
  - While Hispanic Non-FEP reached Adults 25-54 and the small business owner
- Digital Video fluidity and make-goods that ran in JFM & JAS to supplement Linear delivery accounted for [REDACTED]

[REDACTED]	
GM	[REDACTED]
FEP	[REDACTED]
Non-FEP	[REDACTED]
HA	[REDACTED]
FEP	[REDACTED]
Non-FEP	[REDACTED]
TOTAL	[REDACTED]

\*Delivery does not account for co-viewership and billing off 1P delivery & linear liability



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# GM: DELIVERED USPS MESSAGING IN LONGFORM PREMIUM VIDEO CONTENT



## What we did:

- Continued USPS's presence in 100% non-skip premium streaming platforms
- Utilized Turner's properties in Turner Sports and Entertainment to deliver USPS messaging
- Ran Linear Liability with Cadent and BET through digital video make-goods
- Utilized Hulu and Roku programmatically and saw

## What we learned/impact to future plans:



	Spend	Planned Impressions	Delivered Impressions	% Delivered	Video Plays	Video Completions
Hulu						
NBC Universal*						
Disney.com*						
turner.com						
CBS (Pluto TV, Paramount+)*						
ESPN						
Roku						
ABC.com						
Cadent						
BET						
Turner Sports						
CNN GO						
A&E NETWORK						
BET Linear Liability						
<b>TOTAL</b>						

\*Delivery does not account for co-viewership and billing off IP delivery. \*\*Removed against total media delivery due to linear liability



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## GM: DROVE BRAND AWARENESS THROUGH SHORT FORM VIDEO

### What we did:

- Continued to utilize short form messaging to align with short form media consumption with a unit mix of units
- Prioritized TrueView over YouTube Select as we saw more scale within TrueView
  - Optimized TrueView's budget to emphasize :6s units as we saw a stronger VCR with these non-skip units
  - Prioritized mobiles devices within TrueView

### What we learned/impact to future plans:

	Spend	Planned Impressions	Delivered Impressions	% Delivered	Clicks	Video Plays	Video Completions	VCR	CPV	Landing Page Hits	CPLPH
YouTube TrueView											
YouTube Select											
CNN Network											
TOTAL											



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# GM: LEVERAGED PROGRAMMATIC VIDEO TO BOOST AD RECALL AND CONSIDERATION matterkind

## What we did:

- Utilized programmatic video to specifically target the business audience
  - Ran with 3rd party data partners that built proxies of the custom HVA
    - Bombora, Adstra, Eyeota, and Dun & Bradstreet saw [REDACTED]
- Google Custom Affinity was the [REDACTED]

## What we learned *impart to future plans*

[REDACTED]

	Spend	Delivered Impressions	Video Plays	Video Completions	VCR	CPV	Landing Page Hits	ROI DU
Google Custom Affinity								
Medium/Large HVA								
Small Business HVA								
Bombora								
Dun & Bradstreet								
Eyeota								
Adstra								
GumGum								
TOTAL								

\*Matterkind is a programmatic partner with fluid budgets at the partner level



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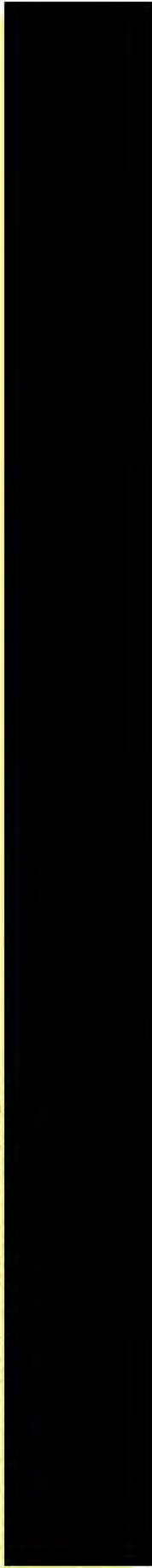
## HA: REACHED HA SMALL BUSINESS OWNER IN FEP VIDEO CONTENT



### What we did:

- Ran with Hulu and Roku to surround content of interest to the Hispanic Small Business Owner
- Through Univision, Prende delivered majority of the impressions compared to UNOW
  - However, Univision under delivered by [REDACTED]

### What we learned/impact of future campaigns:



	Spend	Planned Impressions	Delivered Impressions	% Delivered	Video Plays	Video Completions	★ VCR
Prende							
Roku							
UNOW							
Telemundo.com*							
Hulu							
<b>TOTAL</b>							
*Ran with Telemundo							



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# HA: UTILIZED YOUTUBE'S NON-FEP INVENTORY TO FURTHER REACH TARGET AUDIENCE

Powered by:  **matterkind**

## What we did:

- Incorporated short form messaging within YouTube Select and TrueView
- Optimized unit: mix toward a [REDACTED]
- Leveraged affinity audiences to reach business professionals against Adults 25-54 and Small Business Owners in 100% Spanish language content

## What we learned/impact to future plans:

[REDACTED]

	Spend	Planned Impressions	Delivered Impressions	% Delivered	Video Plays	Video Completion	VCP
TrueView	[REDACTED]						
YouTube Select							
TOTAL	[REDACTED]						



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# Social: General Market



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*What we did:*

- Implemented both Facebook Dynamic Newsfeed and Story video ads
- Launched Twitter Pre-Roll sponsorship with the Wall Street Journal, where USPS video ads were incorporated as in-stream video ads
- Built positive sentiment and engagement by implementing a custom USPS Connect Hashtag & Emoji
- Adjusted daily budget throughout flight on all platforms for most efficient delivery
- Leveraged native audiences within platforms to drive users to site on national scale

***What we learned/Impact for future campaigns:***

[illegible]UNITED STATES  
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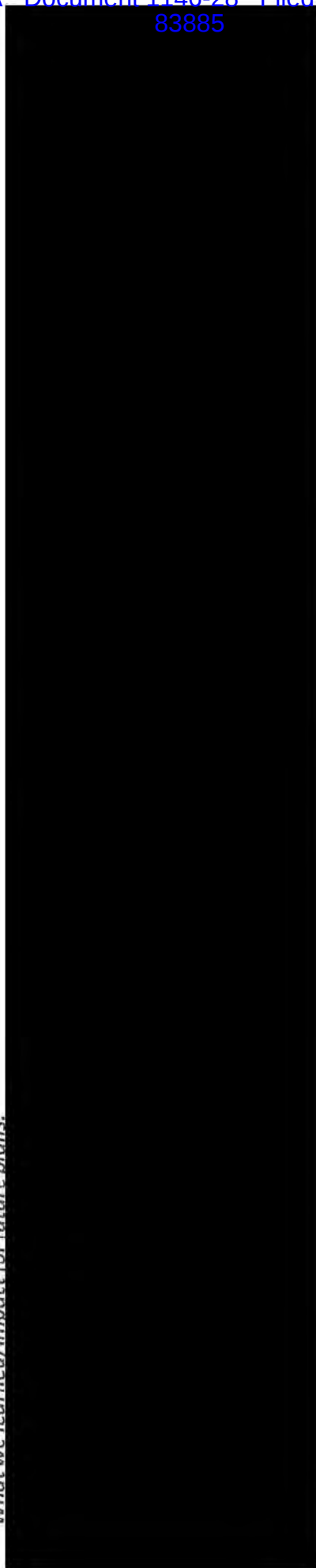


## DFA GM TRAFFIC: UTILIZED FB/IG, TWITTER, AND LINKEDIN TO DRIVE USERS TO SITE

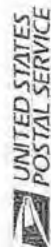
### What we did:

- Leveraged native audiences within platforms along with HVAs on FB/IG to capture business decision makers
- Budget was fluid across Connect Local, Connect Regional & DFA initiatives
- Utilized a mix of Static and Gifs, along with Feed and Story placements on Facebook to allow for optimizations

### What we learned/Impact for future plans:



	Spend	Impressions	Clicks	CTR	Video Views	Video Completion
LinkedIn						
Twitter						
Facebook						
Facebook - HVA Small						
Facebook - HVA Med-Large						
<b>TOTAL</b>						



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# CONNECT/REGIONAL



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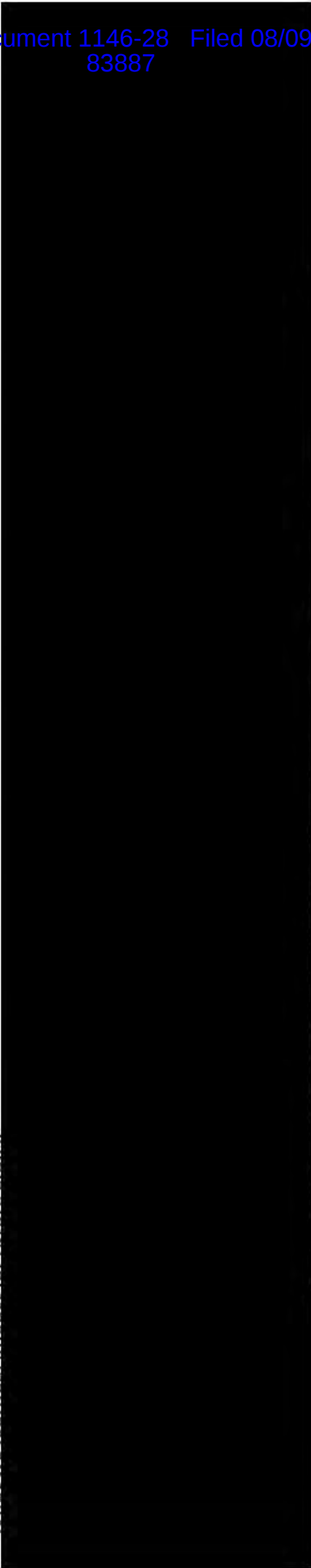
# CONNECT LOCAL TRAFFIC: UTILIZED FB/IG, TWITTER, AND LINKEDIN TO DRIVE TRAFFIC FOR USPS CONNECT



## What we did:

- Utilized FB & IG 1st party data along with HVAs to capture business decision makers
  - Leverage native audiences within platforms to drive users to site, in addition to zip code targeting where Connect offerings are available
- Budget ran fluid across Connect Local, Connect Regional & DFA initiatives
- Utilized a mix of static and video content, along with Feed and Story placements on Facebook to allow for optimizations

## What we learned/impact for future plans:



	Connect Local	Spend	Impressions	Clicks	CPC	CTR
Twitter						
LinkedIn						
Facebook						
Facebook - HVA Small						
TOTAL						



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## CONNECT LOCAL LEAD GEN: LEVERAGED FB/IG IN PLATFORM LEAD ADS TO DRIVE LEADS FOR USPS CONNECT

### What we did:

- Leveraged native audiences within platforms along with HVAs to drive leads
- USPS Connect targeted specific zip codes while Regional was national

### What we learned/Impact to future plans:

	Spend	Impressions	Clicks	CPC	CTR	Form Completes	CPC
<b>Connect Local</b>							
Facebook							
Facebook - HVA Small							
Facebook - Retargeting + LAL							
Facebook - HVA Med-Large							
<b>Connect Regional</b>							
Facebook							
Facebook - HVA Med-Large							
Facebook - Retargeting + LAL							
<b>Connect General</b>							
Facebook - HVA Retargeting + LAL							
<b>TOTAL</b>							



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# Social: Hispanic/Spanish Language



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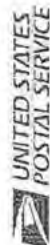
## DFA HA AWARENESS:

### What we did:

- Utilized a combination of Feed and Story placements to allow for optimizations
- Adjusted daily budget throughout flight on all platforms for most efficient delivery
- Targeted HA Business Owners in Healthcare, Retail, Telco, Auto, and Education

### What we learned/Impact to future plans:

	Spend	Impressions	Clicks	CPC	CTR	Video Plays	Video Completions	CPV	VCR
Facebook									
TOTAL									



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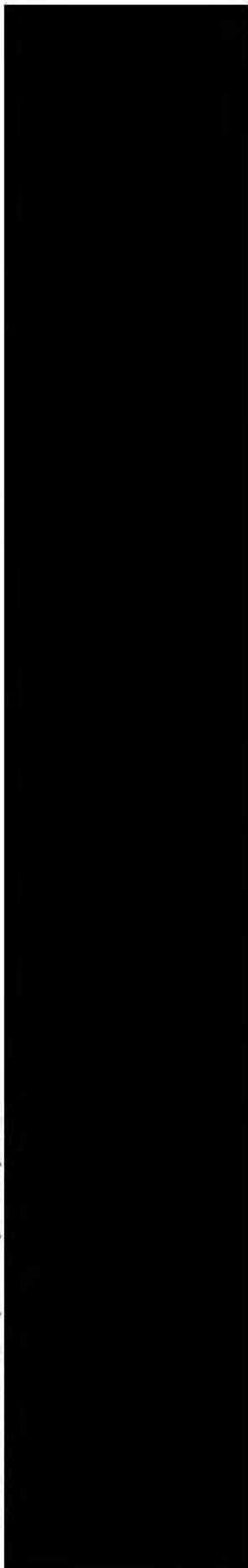


## DFA HA TRAFFIC: TARGETED HA BUSINESS OWNERS IN HEALTHCARE, RETAIL, TELCO, AUTO, AND EDUCATION

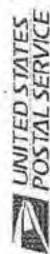
### What we did:

- Utilized a combination of Feed and Story placements to allow for optimizations
- Adjusted daily budget throughout flight on all platforms for most efficient delivery

### What we learned/Impact to future plans:



	Spend	Impressions	Clicks	CPC	CTR
Facebook					
TOTAL					



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# Search: General Market & Hispanic/Spanish Language



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EVERGREEN



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Google  
Bing

## EVERGREEN

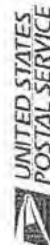
### What we did:

- GM Search produced [REDACTED]
- HA Search produced [REDACTED]
- Evergreen produced [REDACTED]
- Google generated [REDACTED]
- Both engines [REDACTED]

### What we learned/Impact to future plans:

- [REDACTED]

	Spend	Impressions	Clicks	CTR	CPC	Revenue	ROAS
GM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Consumer	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Bing	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Google	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
PLA (Google)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Stamps	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Bing	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Google	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Hispanic (Google)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
TOTAL	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



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## EVERGREEN: BRANDED KEYWORDS

### Keyword Performance:

- Top revenue driving keywords include: [REDACTED]
- Core branded USPS and USPS Stamps keywords [REDACTED]
- GM keywords produced [REDACTED]
- Exact Match keywords [REDACTED]

### Ad Type Performance:

- Expanded Text Ads produced [REDACTED]
- RSAs generated most clicks, while also producing stronger front-end performance [REDACTED]

### Key Optimization Performance:

[REDACTED]

Top 10 Revenue Driving Keywords			
KW Type	Revenue	ROAS	
[REDACTED]			



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## DFA: BING

### What we did:

- DFA keywords [REDACTED]
  - DFA keywords are very niche, as they were created off the limited messaging of the banner
- Implemented floodlight tags onto GM and HA DFA banners to track additional user activity
  - DFA keywords produced [REDACTED] implementation

Mas Information" button clicks were driven

- Bing [REDACTED] while Google [REDACTED]
- Google generated [REDACTED] Bing

### What we learned/impact to future plans:

- [REDACTED]



DFA Learn More

CTR

CPC

Clicks

Impressions

Spend

DFA  
Bing  
Google  
TOTAL



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## CONNECT: MAXIMIZED CAMPAIGN PERFORMANCE BY LEVERAGING BID STRATEGIES

### What we did:

- Connect search produced [REDACTED] clicks to site with an overall [REDACTED] which [REDACTED]
- Introduced the following optimizations to help improve cost efficiencies:
  - Introduced Image Extensions with Remarketing and Similar Audience strategies to target qualified users
  - Implemented weekly zip codes as part of our local campaigns
- Connect Local [REDACTED]
- Connect Regional [REDACTED]
- Connect National [REDACTED]
- [REDACTED]

	Spend	Impressions	Clicks	CPC	CTR	Form Completions
Connect Local						
Google						
Bing						
Connect Regional						
Google						
Bing						
Connect General						
Google						
Bing						
Connect National						
Google						
Bing						
TOTAL						



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[REDACTED]

## CONNECT: EACH ENGINE

### Engine Performance:

- Google produced [REDACTED] while Bing [REDACTED]
- Both Google and Bing proved [REDACTED]

### Keyword Performance:

- Top click driving keywords include: [REDACTED]
- Branded keywords produced [REDACTED]

### Key Optimization Performance:

- Remarketing rules generated [REDACTED]
- Affinity audience segment was [REDACTED]

Top 10 Click Driving Keywords		
KW Type	Clicks	
[REDACTED]		

	Spend	Impressions	Clicks	CPC	CTR	Form Completes
Google	[REDACTED]					
Bing	[REDACTED]					
TOTAL	[REDACTED]					



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# Streaming Audio: General Market, African American & Hispanic



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## BLACK AUDIENCES

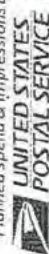
### What we did:

- Leveraged programmatic audio to reach audience through traditional ad formats across Pandora, Spotify and Audiology
- Tuneln was later introduced to improve pacing, and launched 6/23 across GM, 6/24 across BA and 7/8 across HA markets
- GM and HA delivered
- Pandora
- impres
- BA

### What we learned/ Impact to future plans:

	Spend	Planned Impressions	Delivered Impressions	% Delivered
GM				
HA				
BA				
TOTAL				

\*Planned spend & impressions based on approval of Tuneln recommendation on 6/8



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DFA



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## DFA: PANDORA

### What we did:

- Reached audience through traditional audio ad formats across GM, HA and BA audiences targeting Medium/Large Shipping Logistics Decision Makers and Small Business Owners across 100% National Marketplace
- Implemented contextual and language-based targeting within the Hispanic marketplace to deliver audio ads to a highly qualified audience
- Introduced BA Streaming Audio which utilized behavioral targeting and consisted of programs that highly index across BA audiences

### What we learned/Impact to future plans:



	Spend	Impressions	Clicks	CTR
GM				
Pandora				
Spotify				
TuneIn				
HA				
Audiology				
TuneIn				
BA				
Audiology				
TuneIn				
TOTAL				



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## CONNECT ZIP CODE ACTIVATION

### What we did:

- Overall, Connect reached Small Business Owners through traditional audio ad formats across a variety of music inventory while increasing scale WoW through zip code activation
- GM Streaming
  - Pandora

### What we learned / Impact to future plans:

	Spend	Impressions	Clicks	CTR
GM				
Pandora				
Spotify				
TuneIn				
BA				
Audiology				
TuneIn				
<b>TOTAL</b>				



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# Podcasts: General Market



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DFA



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# PODCAST DIRECT

## PROGRAMMATIC

### What we did:

- Leveraging a multitude of partnerships, USPS reached and engaged with business minded audiences through a combination host and dynamic reads
- Podcast delivered at
  - Pandora Podcasts
  - NPR delivered 1

### What we learned/Impact to future plans:

[REDACTED]

	Spend	Planned Impressions	Delivered Impressions	% Delivered	CPM
DFA					
Pandora - Podcasts					
NPR					
Audio Pre-Roll					
Audio Post-Roll					
TOTAL					



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# Revenue Performance



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**Connect Local: Paid Media**

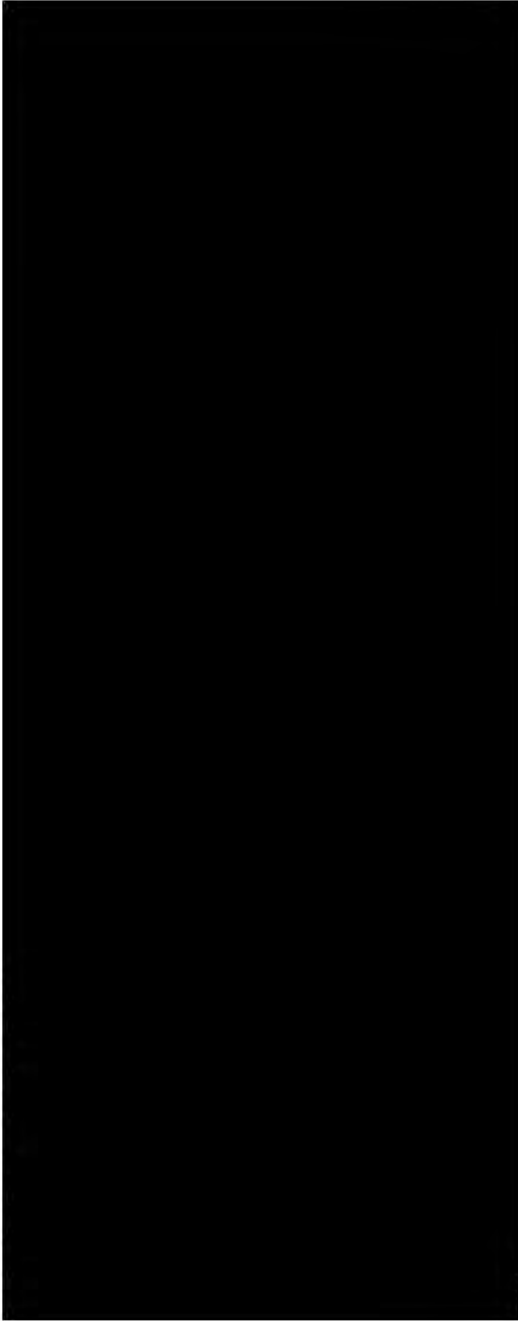


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## PAID MEDIA – CONNECT LOCAL



## OVERALL PERFORMANCE:



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# Connect Local Postcard | Self-Mailer



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## AWARENESS POSTCARD -AMS LIST

100

**OVERALL PERFORMANCE.**

2. JOURNAL OF DOCUMENTATION

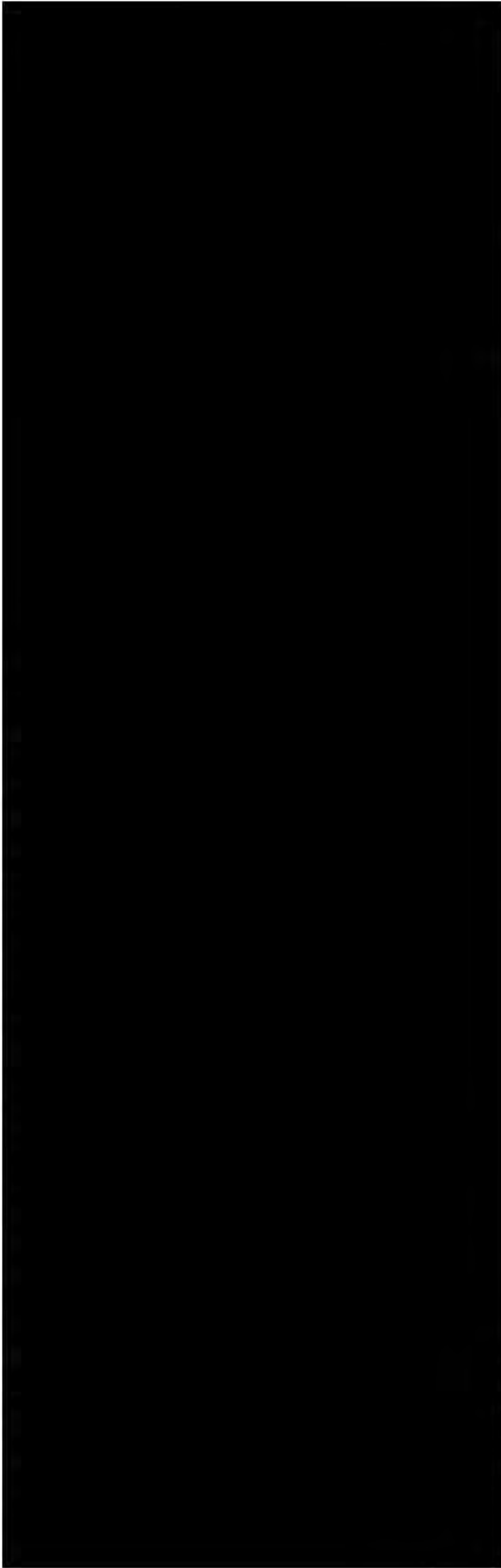
Data Source: 1.31.2023 AP Panorama Report



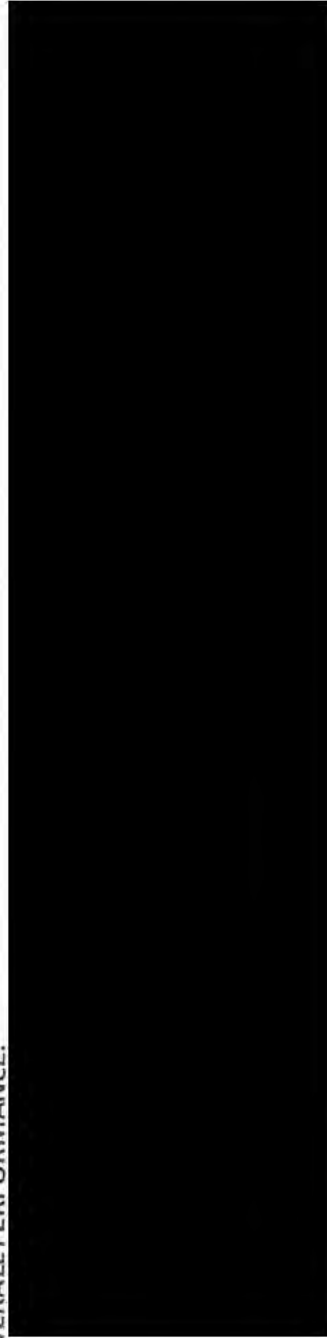
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**CONSIDERATION SELF-MAILER – BIZ CUST. REG. LIST**



**OVERALL PERFORMANCE:**



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Data Source: 1.31.2023 AP Panorama Report



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# Connect Local Email

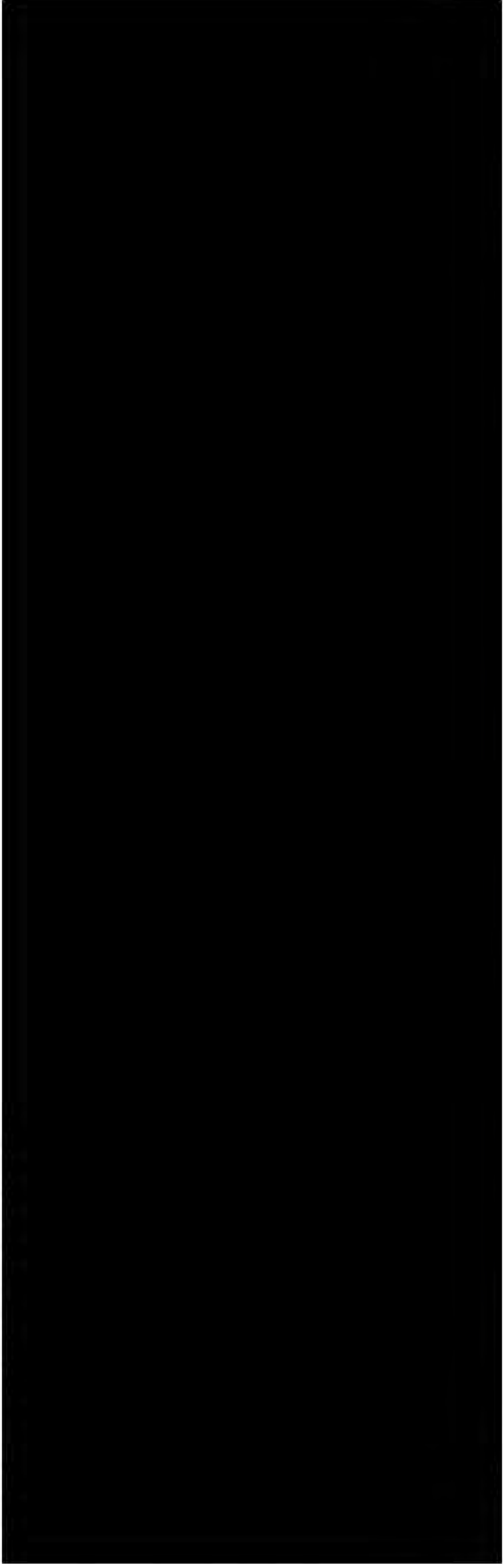


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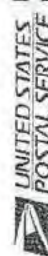


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## 2-TOUCH EMAIL DEPLOYMENT



## OVERALL PERFORMANCE:



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Data Source: 1.31.2023 AP Panorama Report



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# CONNECT NATIONAL



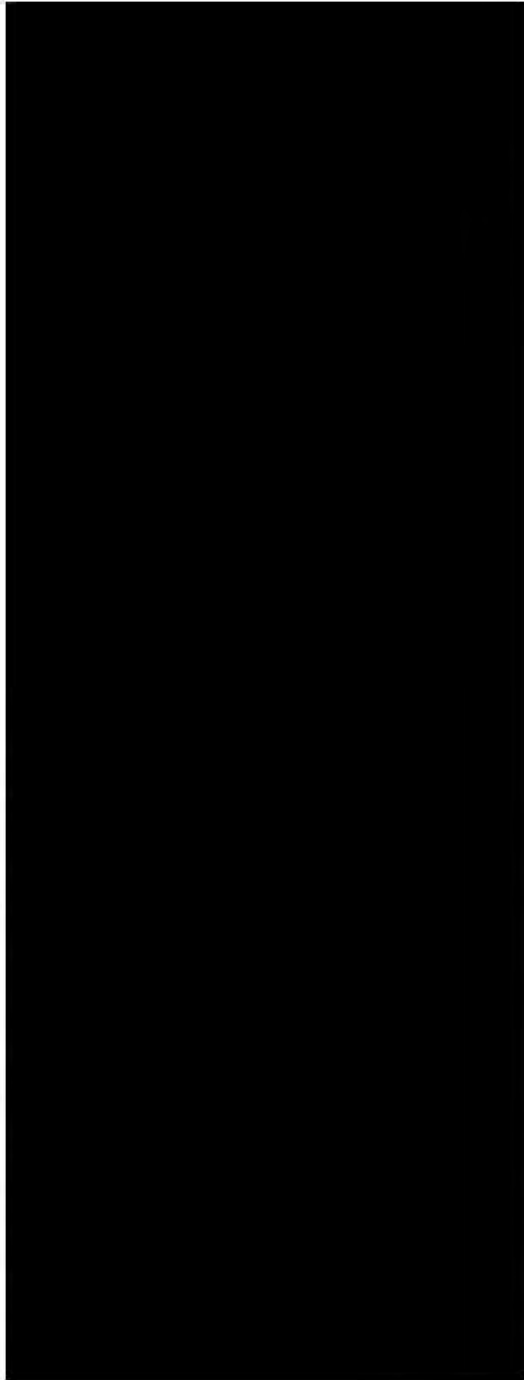
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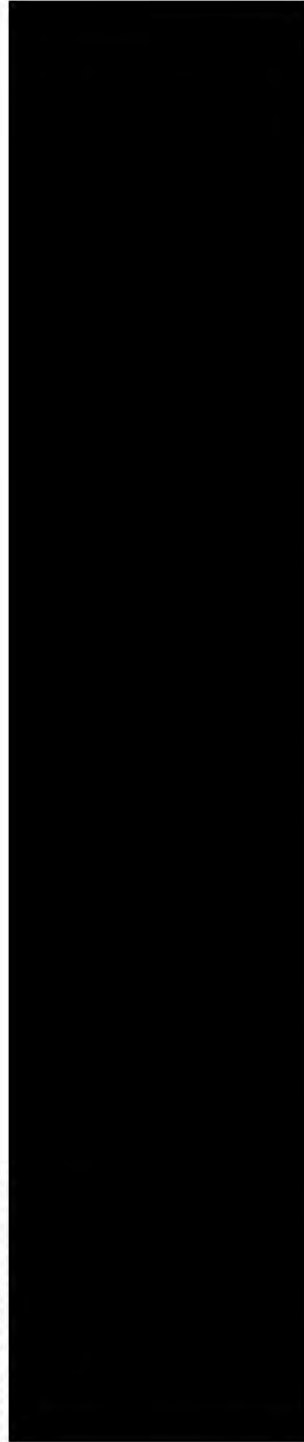
89

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## PAID MEDIA – CONNECT NATIONAL - SEARCH



### OVERALL PERFORMANCE:



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Data Source: 1.31.2023 AP Panorama Report



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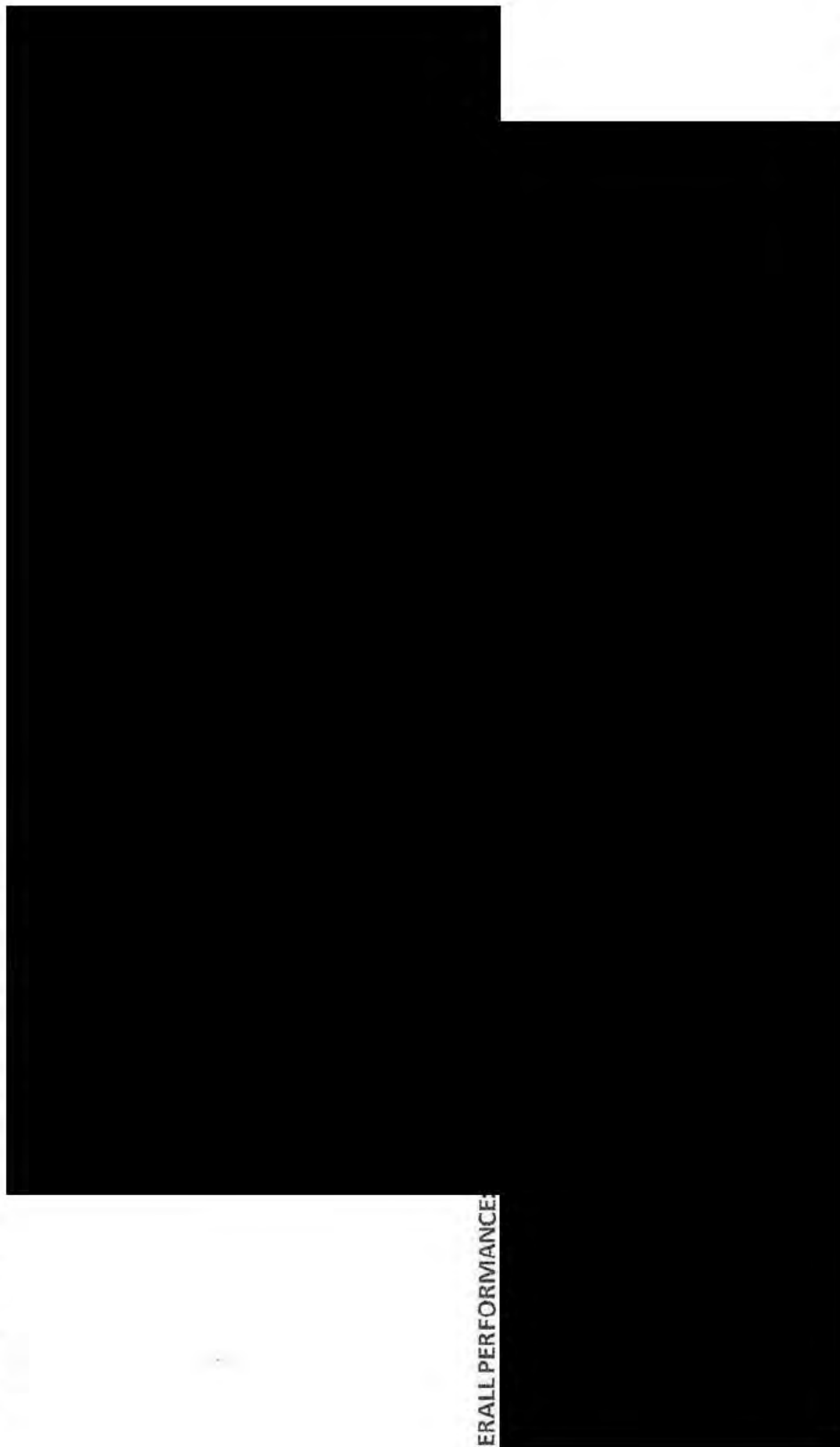
# CONNECT REGIONAL



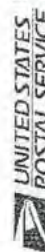
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## PAID MEDIA – CONNECT REGIONAL



OVERALL PERFORMANCE:



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Data Source: 1.31.2023 AP Panorama Report



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# CONNECT PROMO REG LOCAL | NATIONAL | REGIONAL



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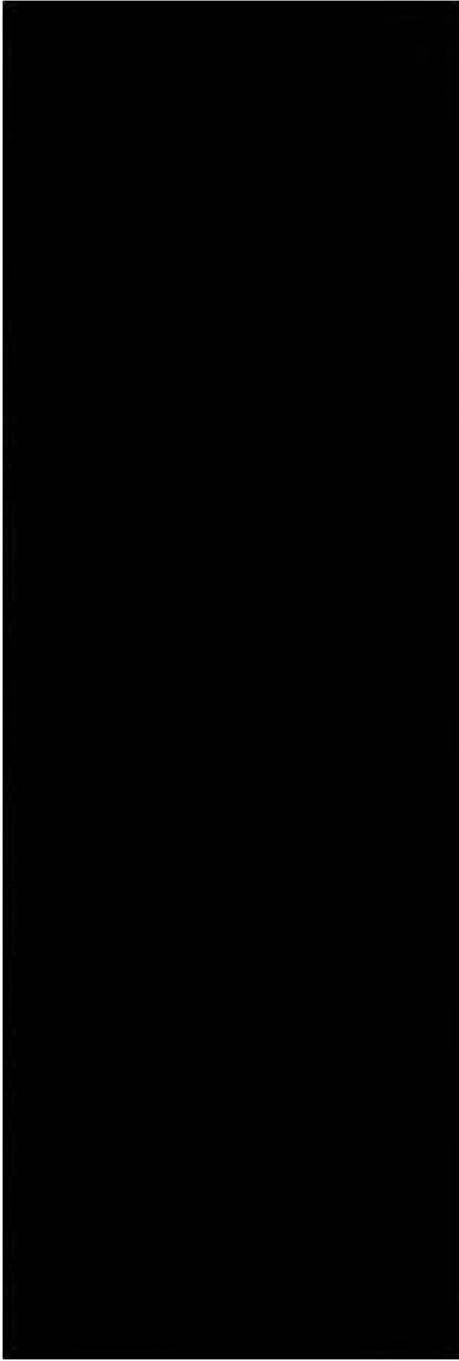


93

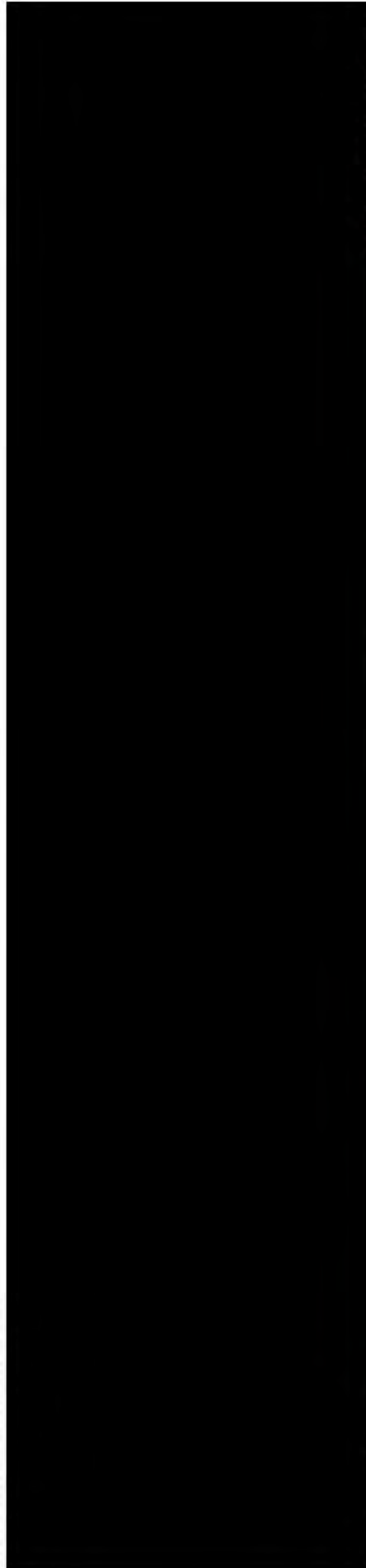
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## PROMO REG – CONNECT LOCAL|NATIONAL|REGIONAL|WEBSITE



OVERALL PERFORMANCE:



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Data source: 10/1/2023 AF Panorama Report



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# KEY TAKEAWAYS



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## KEY TAKEAWAYS

Display:

[REDACTED]

Social:

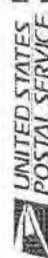
[REDACTED]

Search:

[REDACTED]

Audio:

[REDACTED]



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THANK YOU!



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## APPENDIX GLOSSARY

Measurement	Details
Spend	Cost of media delivered
Impressions	Number of times the ad was displayed
Clicks	Number of times the ad was clicked
CPC	Cost per click
CTR	Click through rate (clicks/impressions)
Landing Page Hits	Number of times the URL an ad directed towards was visited by someone who saw the ad
CPLPH	Cost per landing page hit
Revenue	Online revenue tracked through 4 specific checkout pages
ROAS	Return on ad spend (revenue/spend)
Video Plays	Number of times a video ad started playing
Video Completes	Number of times a video ad completed playing
VCR	Video complete rate (video completes/video plays)
CPV	Cost per view (spend/video plays)



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## DFA: GM DISPLAY KEY DATES AND WEEK-OVER-WEEK PERFORMANCE

[REDACTED]

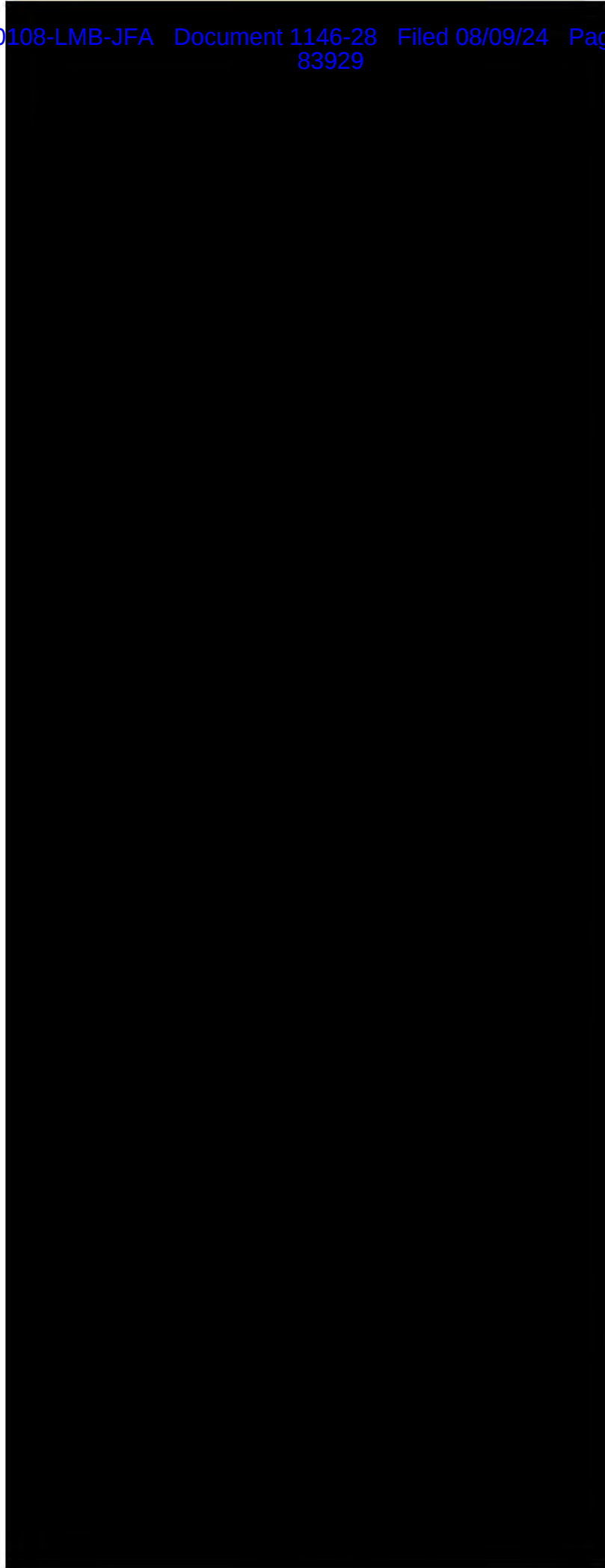


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## CONNECT LOCAL & REGIONAL: GM DISPLAY KEY DATES



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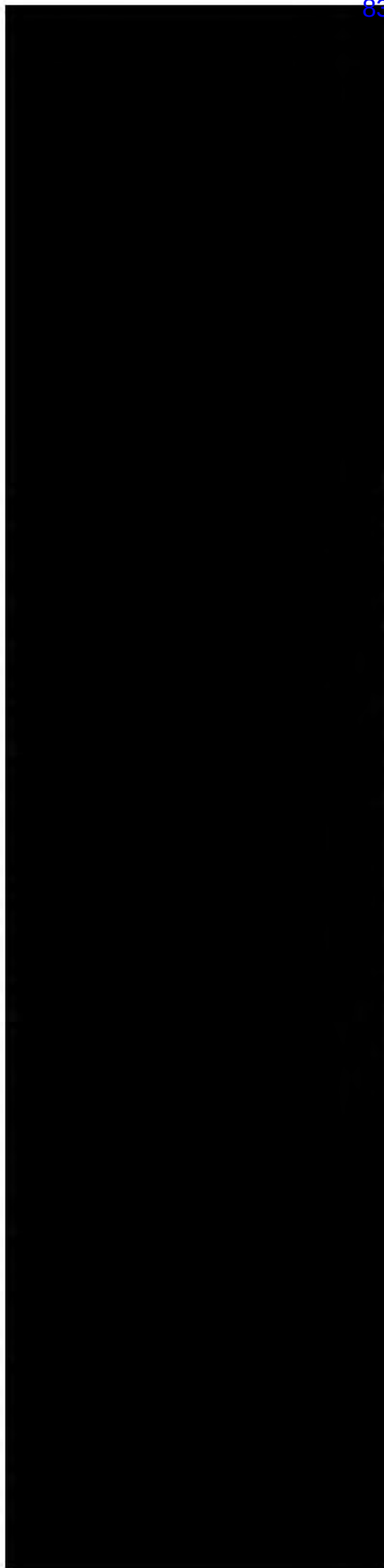
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03-01-2024 10:01:11 AM  
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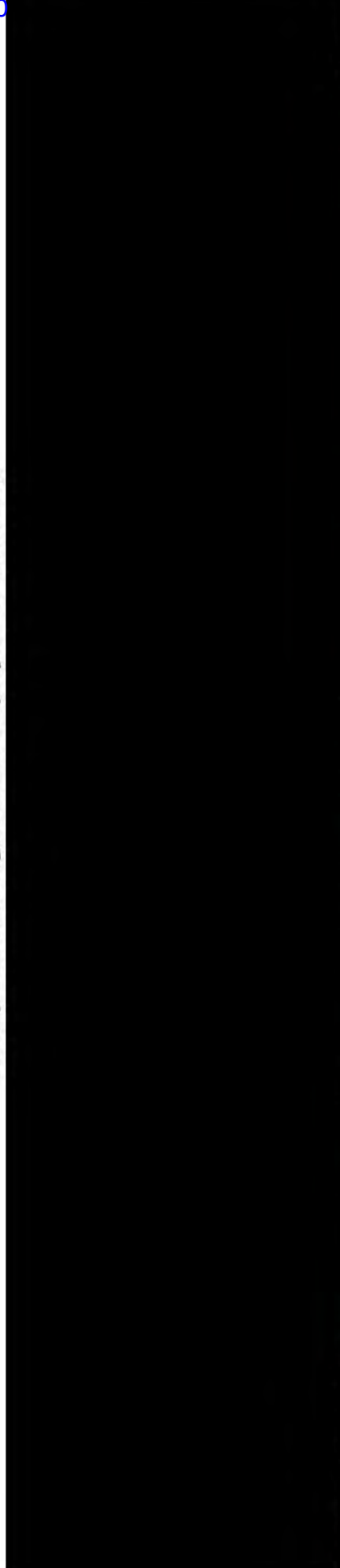


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## CONNECT LOCAL & REGIONAL WEEK-OVER-WEEK PERFORMANCE



## Weekly Connect Regional GM Display CPLPHand CTR



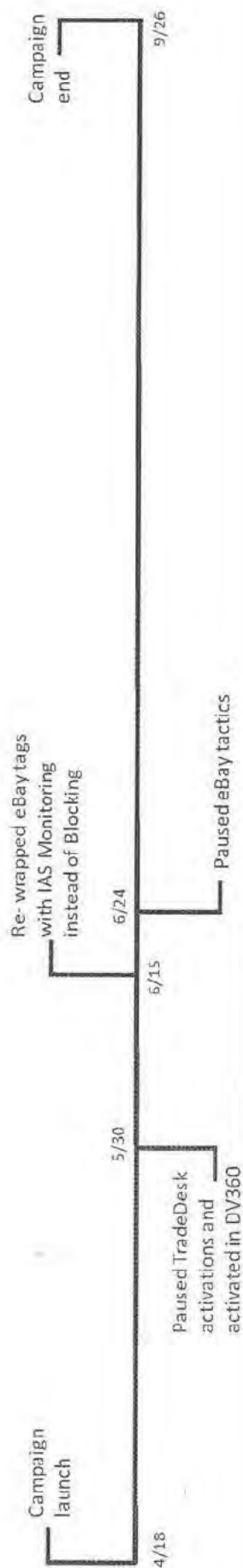
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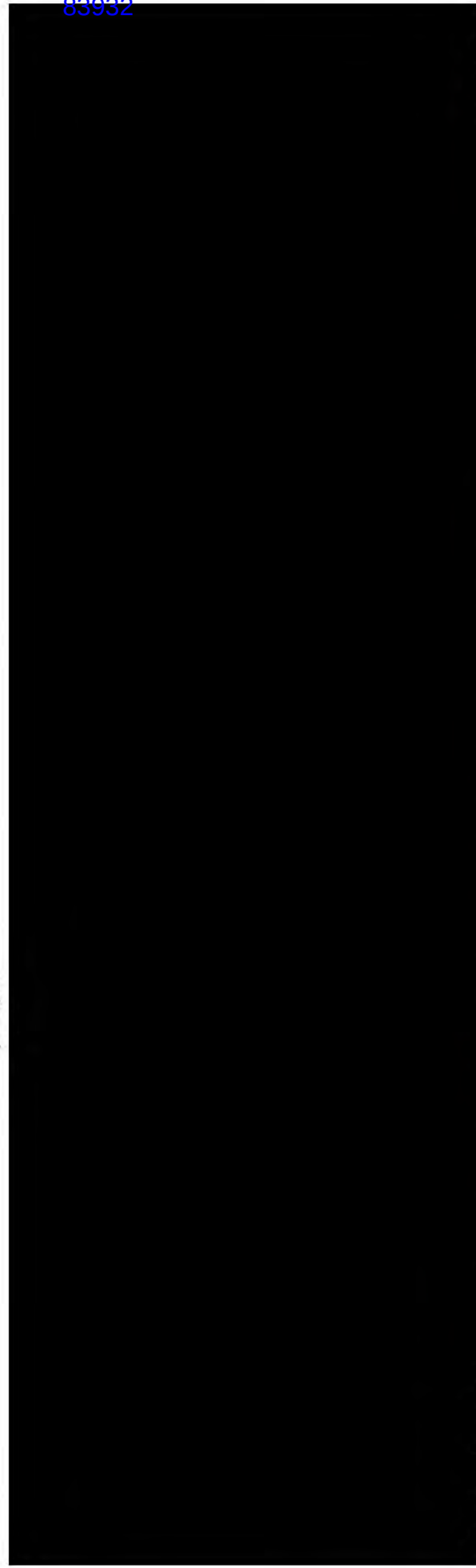
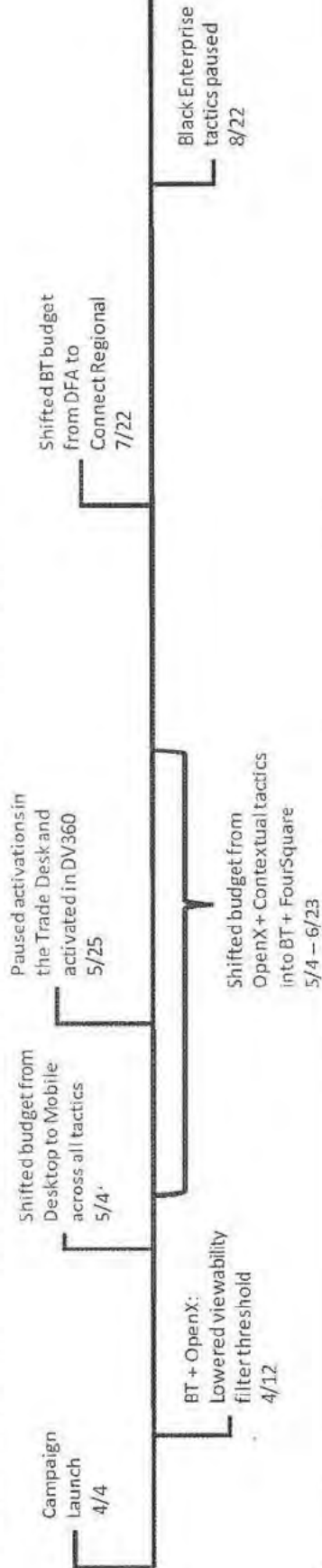
## DFA: HA DISPLAY KEY DATES AND WEEK-OVER-WEEK PERFORMANCE



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## BA DISPLAY – DFA WEEK-OVER-WEEK PERFORMANCE

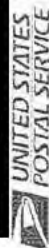


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## BA DISPLAY – CONNECT REGIONAL WEEK-OVER-WEEK PERFORMANCE

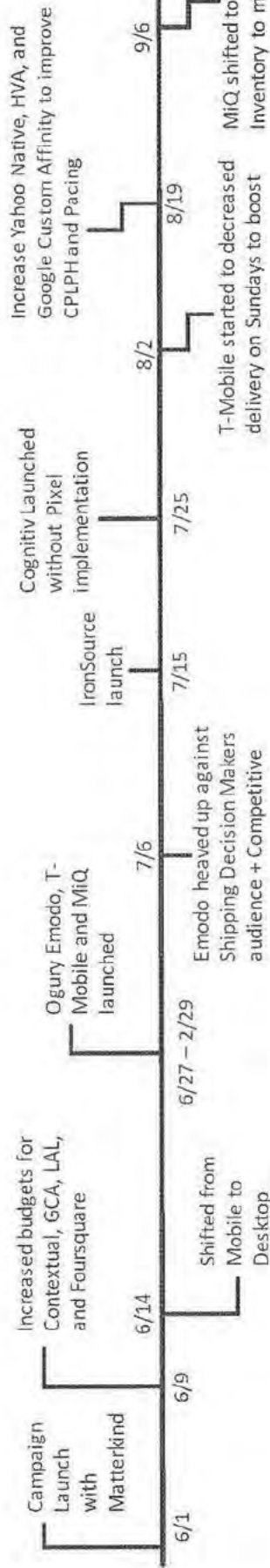


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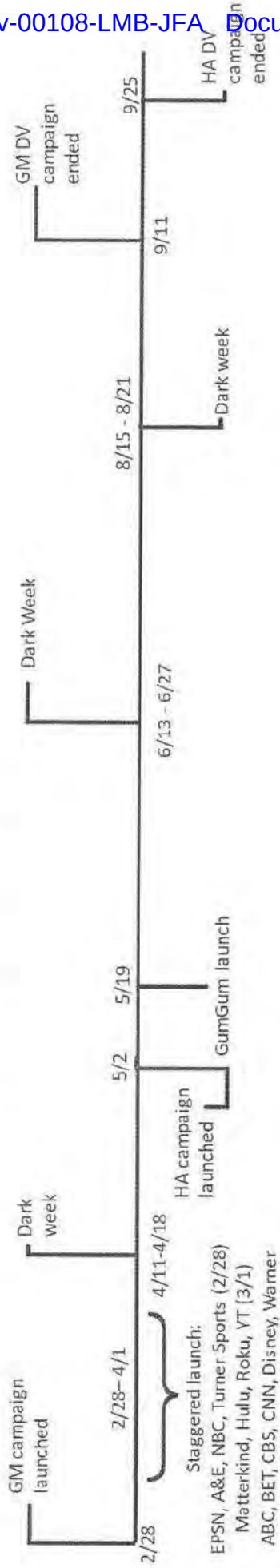
## DFA: HIGH IMPACT DISPLAY KEY DATES AND WEEK-OVER-WEEK PERFORMANCE



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## DIGITAL VIDEO WEEK OVER WEEK PERFORMANCE



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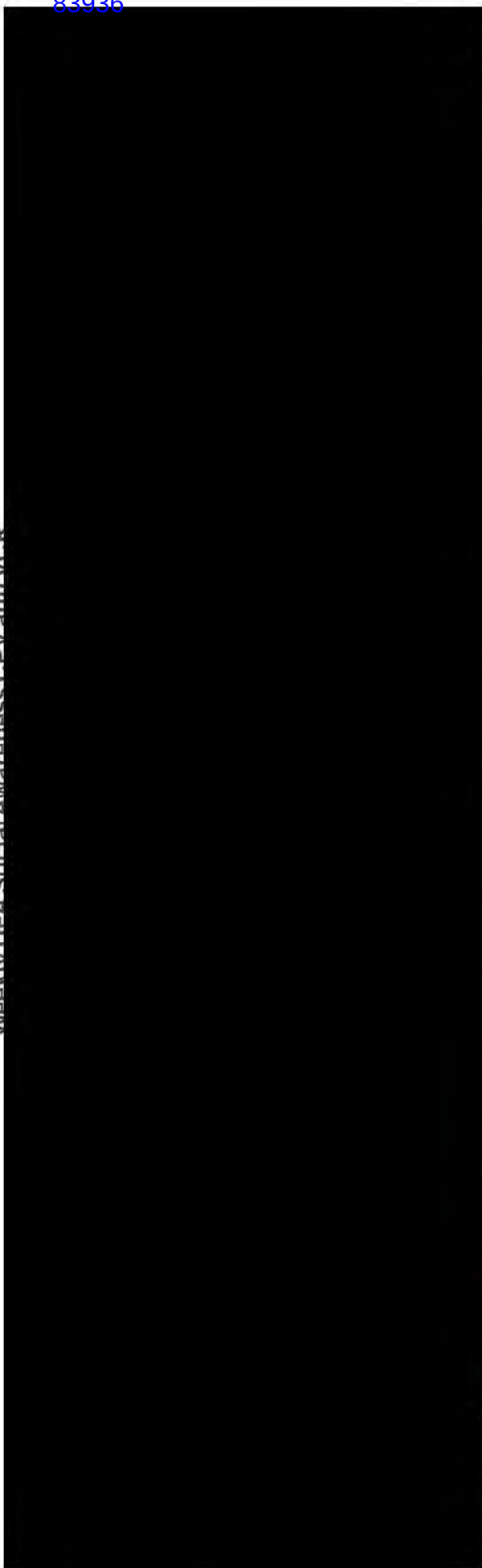
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## DFA: GM AWARENESS WEEK OVER WEEK PERFORMANCE



### Weekly DEA Social Awareness CPV and VCR



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# DFA: OVERALL SOCIAL PERFORMANCE AND WEEK OVER WEEK



	Start	Immediate	Click
GMI			
Video Views			
Facebook			
Twitter			
Facebook - HVA Med-Large			
Facebook - HVA Small			
Traffic			
LinkedIn			
Twitter			
Facebook			
Facebook - HVA Small			
Facebook - HVA Med-Large			
TOTAL			



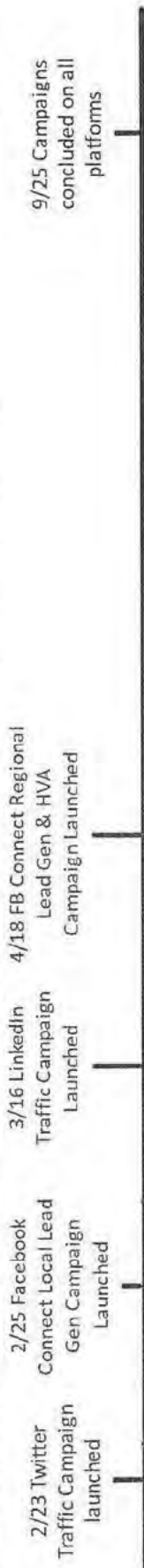
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# CONNECT: OVERALL SOCIAL PERFORMANCE AND WEEK OVER WEEK



2/24 Facebook Connect Local Traffic Campaign launched

3/7 Facebook Connect Local HVA Lead Gen Campaign Launched

	Spend	Impressions	Clicks	CPC	CTR	Form Completes	CPFC
--	-------	-------------	--------	-----	-----	----------------	------

Connect Local  
Lead Gen  
Facebook  
Facebook - HVA Small  
Facebook - HVA Med-Large  
Traffic  
Twitter  
LinkedIn  
Facebook  
Facebook - HVA Small  
Connect Regional  
Lead Gen  
Facebook  
Facebook - HVA Med-Large  
Connect General - Retargeting  
Lead Gen  
Facebook

TOTAL



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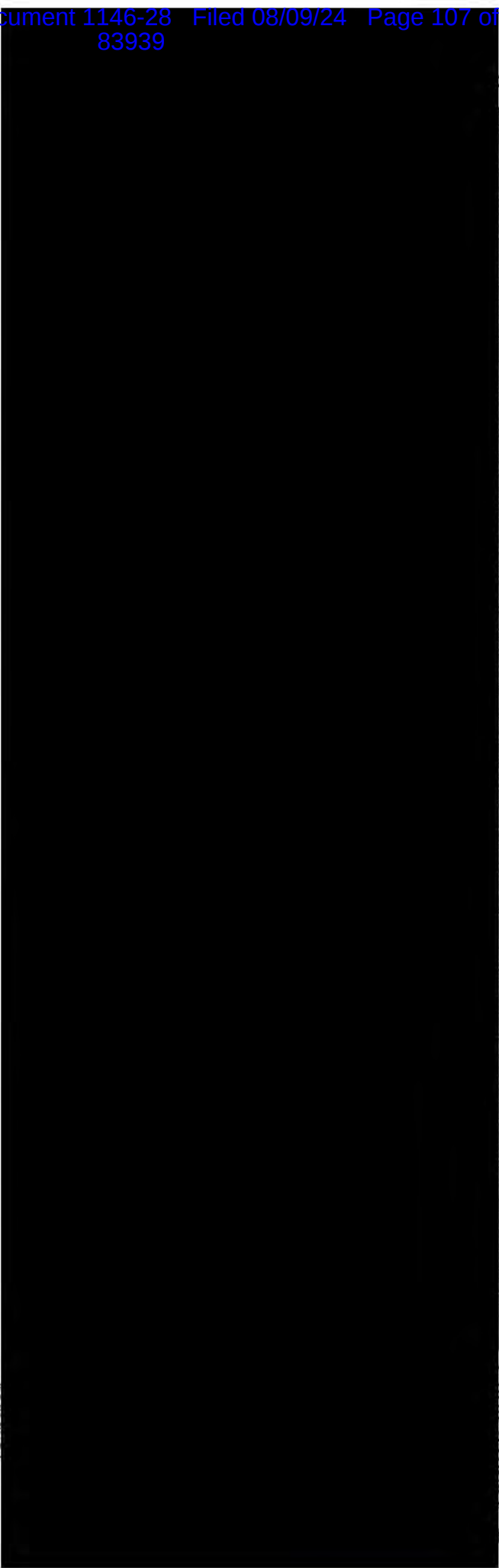
## DFA: GM TRAFFIC WEEK OVER WEEK PERFORMANCE

2/23 Twitter Traffic Campaign Launched

3/16 LinkedIn Traffic Campaigns launched

9/25 All Traffic Campaigns Concluded

2/24 Facebook Traffic and HVA Campaigns



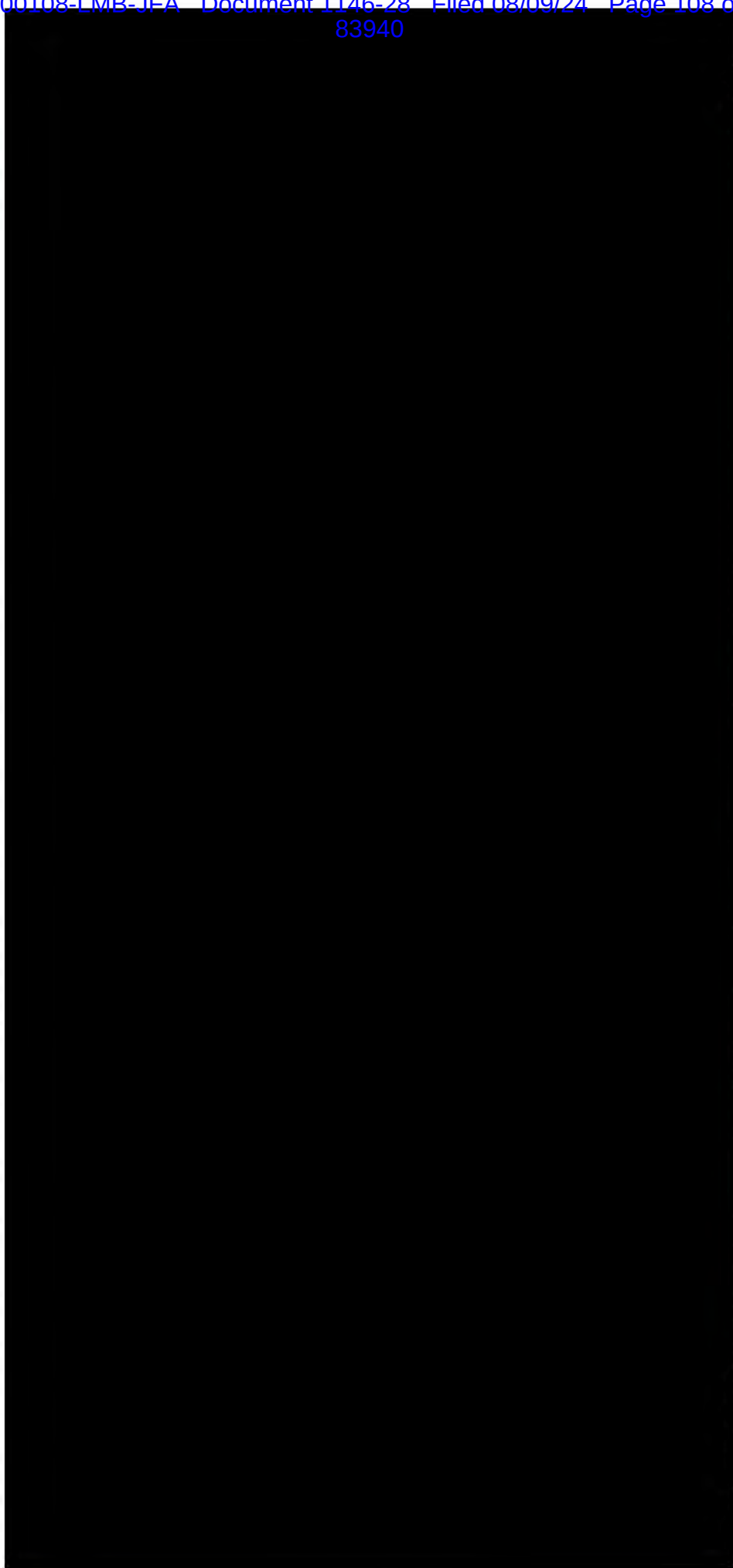
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# CONNECT LOCAL: GM TRAFFIC WEEK OVER WEEK PERFORMANCE



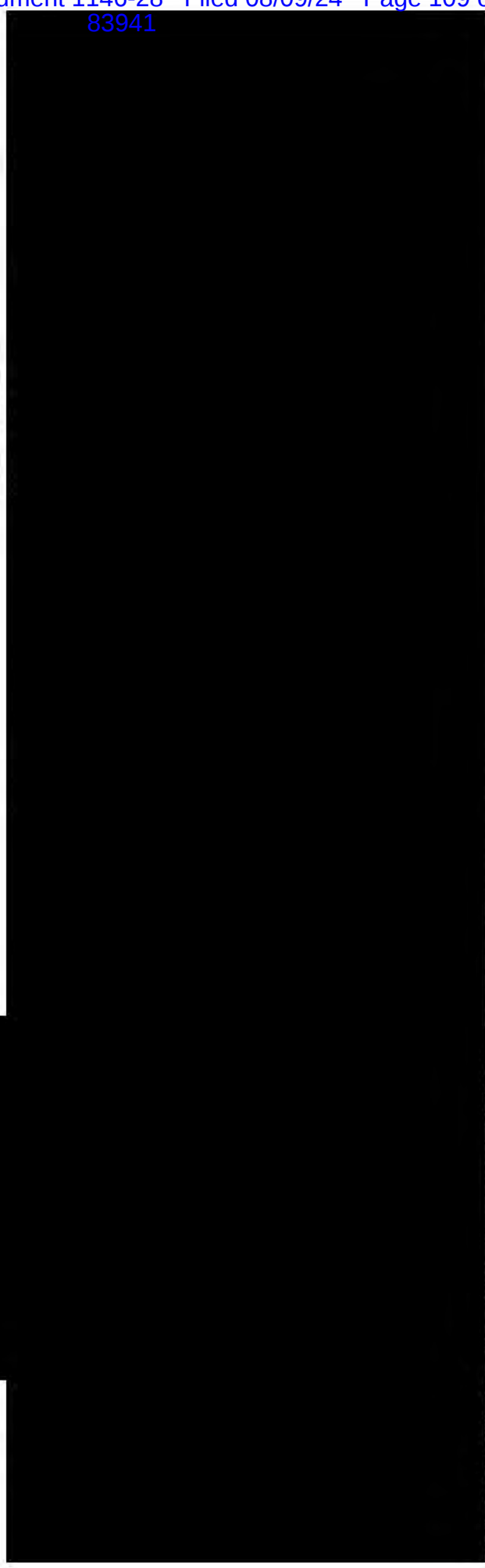
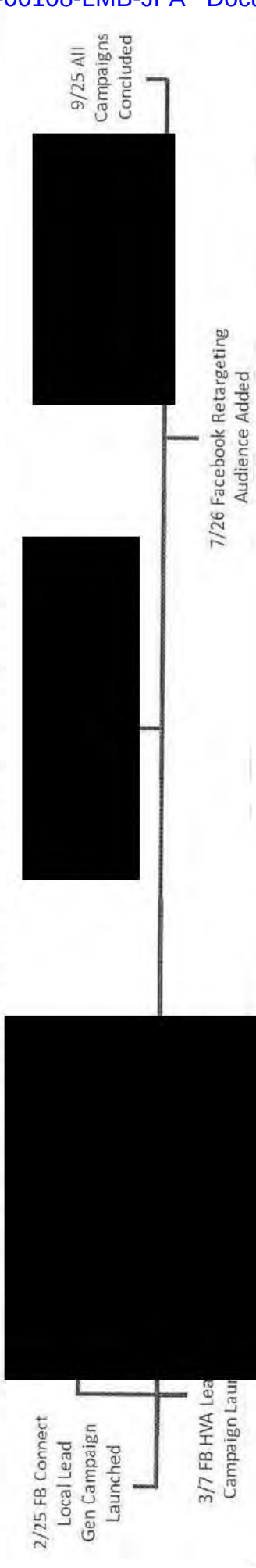
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# CONNECT LOCAL: GM LEAD GEN WEEK OVER WEEK PERFORMANCE



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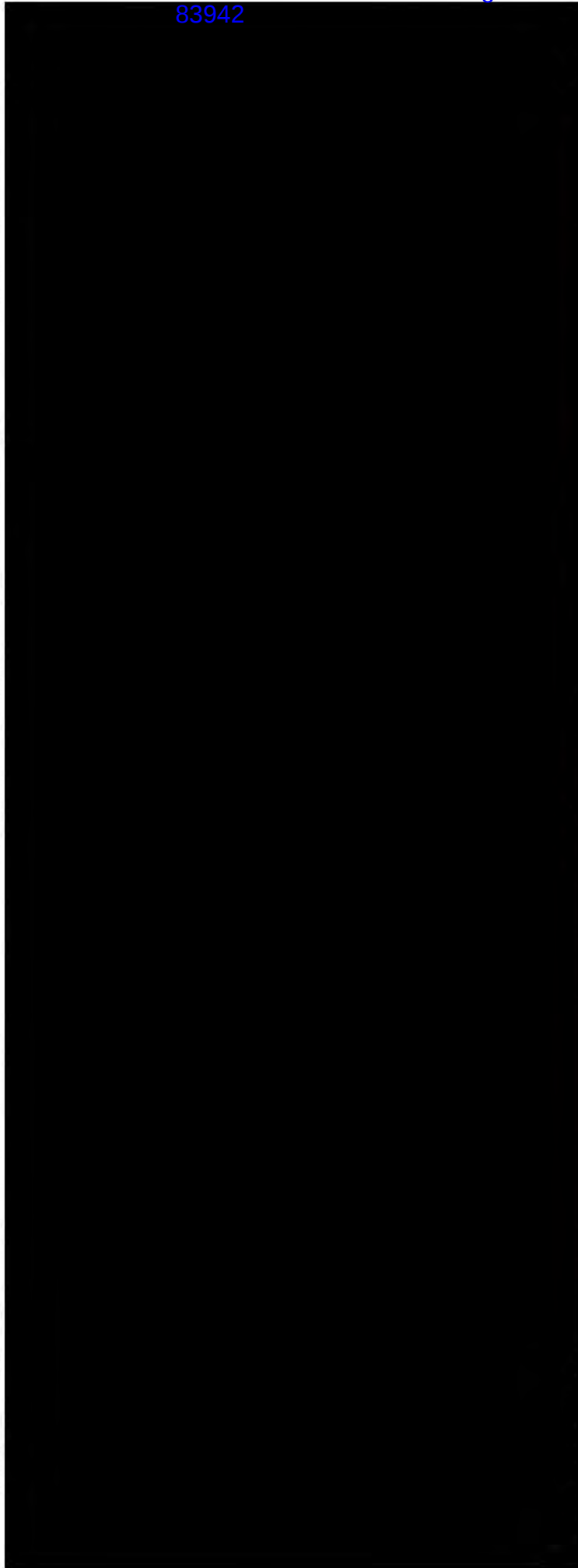


## CONNECT REGIONAL: GM LEAD GEN WEEK OVER WEEK PERFORMANCE

4/18 FB Connect Regional  
Lead Gen & HVA  
Campaign Launched

7/26 Facebook Retargeting  
Audience Added

9/25 All  
Campaigns  
Concluded



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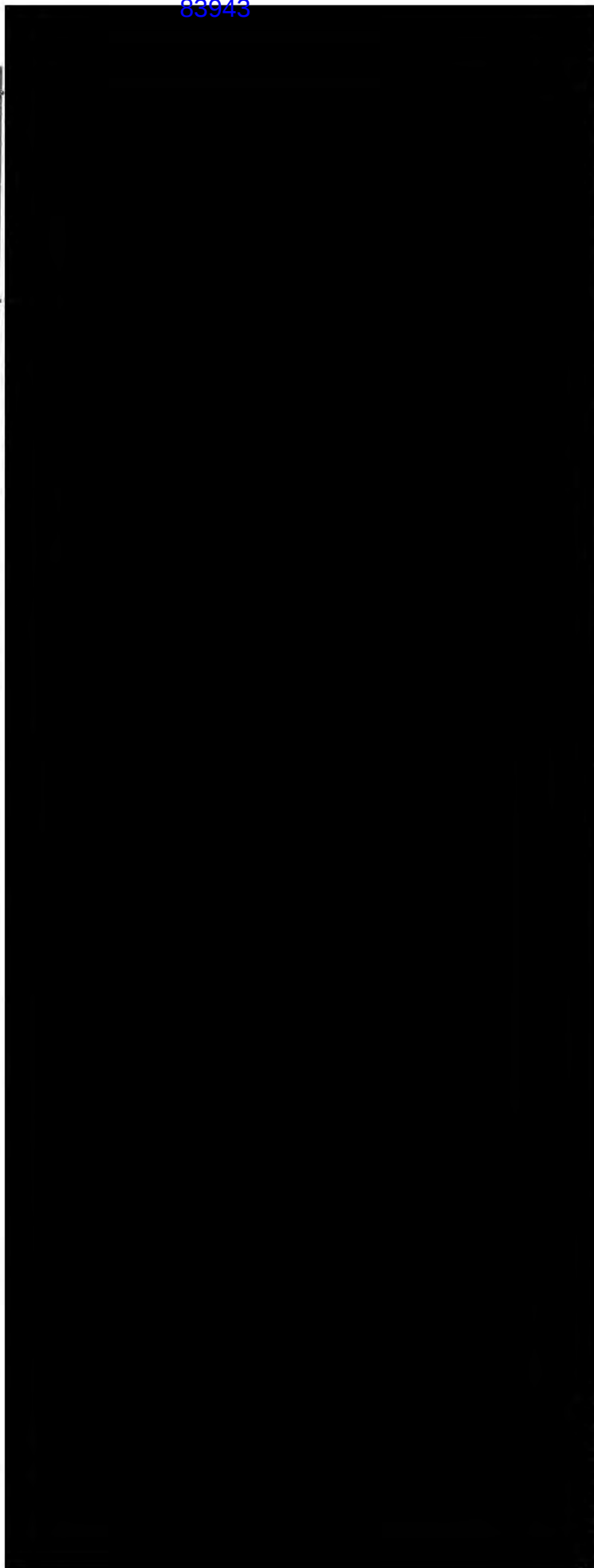
## DFA: SOCIAL HA - AWARENESS WEEK OVER WEEK



5/20 HA  
Facebook Awareness  
Campaigns Launched

9/14 Added  
Retargeting  
audience

9/25 Facebook  
HA Awareness  
Campaign ended



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## DFA: SOCIAL HA - TRAFFIC WEEK OVER WEEK PERFORMANCE

5/20 HA  
Facebook Traffic  
Campaign Launched

9/14 Added  
Retargeting  
audience

9/25 Facebook HA  
Traffic Campaign  
Concluded



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- **Keyword Approach:** FY'22 keywords remained consistent with FY'21, as there were no findings from FY'21 to indicate that additional keywords should be activated or paused for our promotion
- **GM Campaign Objective:** Optimized towards maximizing revenue and ROAS across USPS.com and Stamps transaction pages
- **HA Campaign Objective:** Optimized towards CPC, driving efficient clicks through Google to the Spanish USPS.com landing page
- **Landing Page:** Consistently drove traffic to the USPS GM and HA homepages
- **Weeks In Market:** Evergreen content was live year-round
- **Key Optimizations/Reporting:** Team introduced the following optimizations to help improve cost efficiencies
  - Utilized Image Extensions visually promoting key stamps on site
  - Introduced Smart Shopping Campaigns that helped PLA campaigns improve ROAS significantly
  - Leveraged most up to date match types offered within platform to optimize performance

Year-over-Year Performance	
FY21	
FY22	
% Change	

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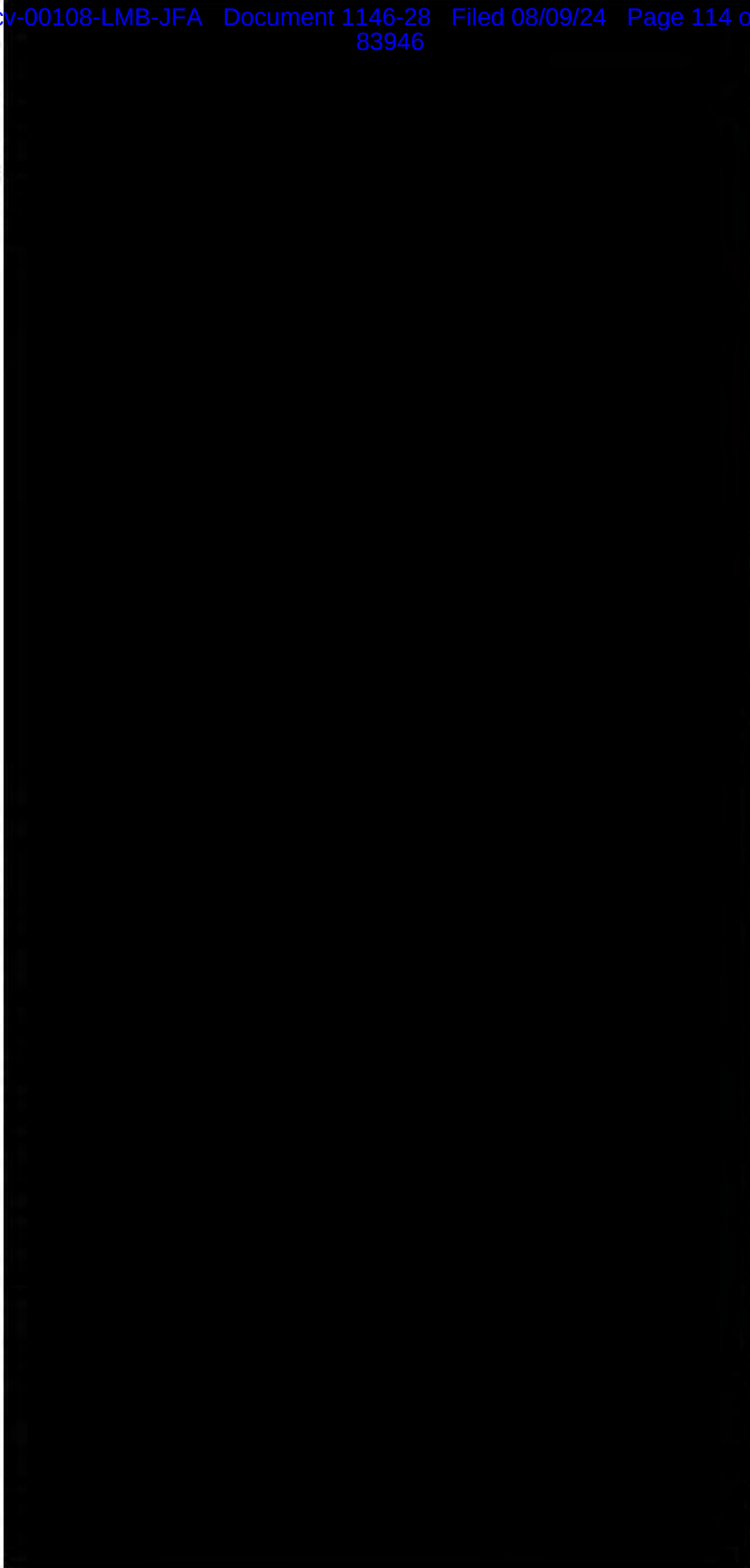
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## EVERGREEN: WEEK OVER WEEK PERFORMANCE

Google  Bing

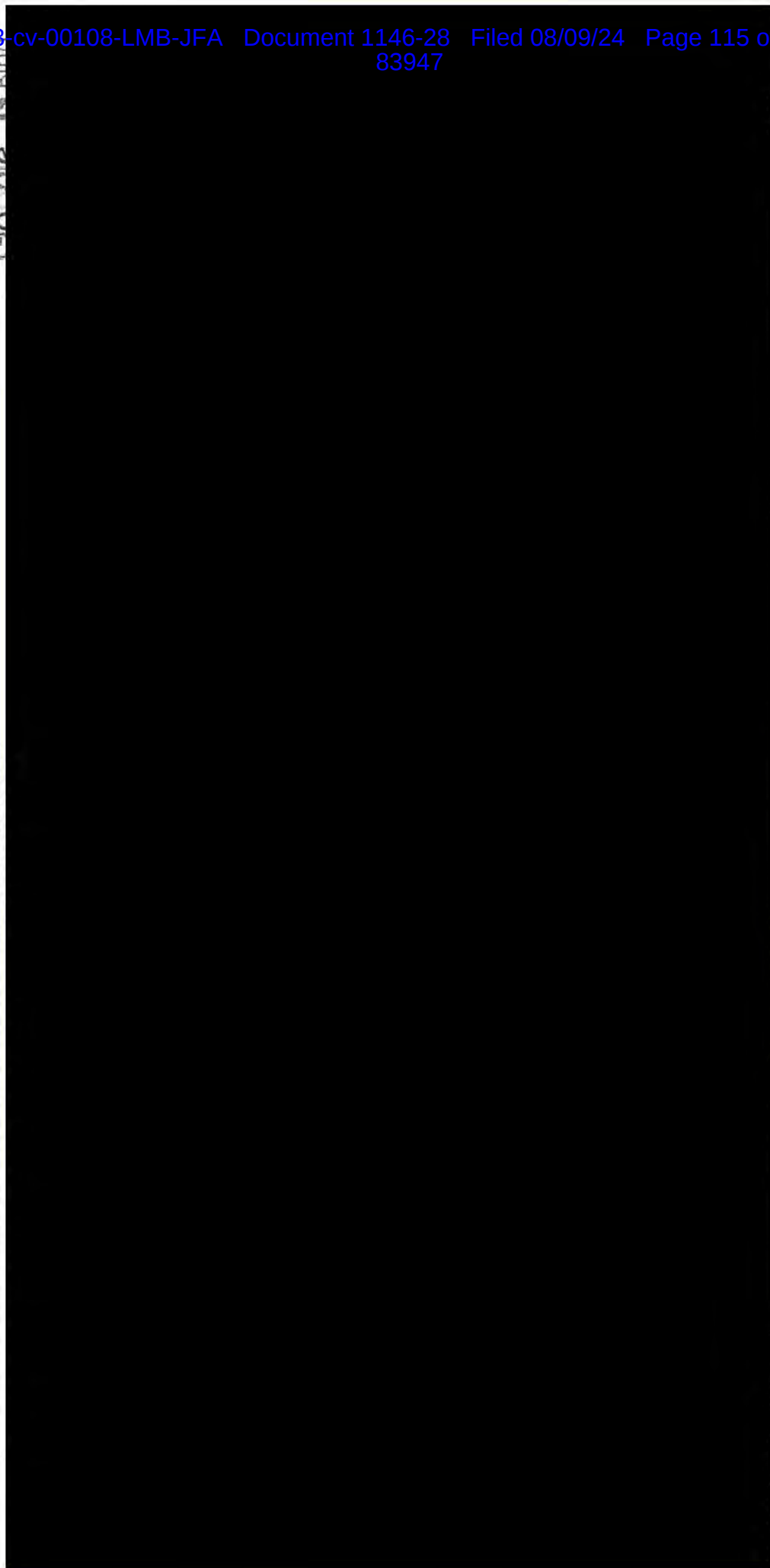


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**DFA/CONNECT: WEEK OVER WEEK PERFORMANCE**



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# MEDIA LAUNCH DATES

Channel	Launch/Go Live	End Date
Local Search	2/14	9/30/2022
Regional Search	2/14	9/30/2022
Local Display	2/23	9/30/2022
Regional Display	w/o 5/2	9/30/2022
Local Social	2/23 - FB, Twitter	9/30/2022
	3/8 - LinkedIn	9/30/2022
Regional Social	w/o 4/25	9/30/2022
Streaming Audio (Radio + Banner)	w/o 2/21	9/30/2022
Terrestrial Radio (copy splitting with DFA)	3/14/2022	9/30/2022
Local Radio Heavy Up	5/2 (Tampa, Orlando, LA, San Fran, San Diego, San Bernardino/Riverside)	6/13/2022
	5/16 Seattle	6/27/2022
	6/13 Atlanta	7/25/2022
	8/22 Denver	9/19/2022
Print Insertion Dates	9/5 Phoenix	9/19/2022
	4/18 Insertion (ongoing)	9/30/2022
Coverwrap Dates	5/20 Insertion (ongoing)	9/19/2022
	4/18 CA/FL (Tampa, Orlando, LA, San Fran, San Diego, San Bernardino/Riverside)	5/9/2022
	5/16 Seattle	6/13/2022
	6/13 Atlanta	7/4/2022
	8/22 Denver	9/12/2022
DOOH by Heavy Up Markets	9/5 Phoenix	9/19/2022



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# DM & EMAIL LAUNCH DATES

Wave 1	Deploy/Mail Date
Cust. Reg. Awareness EM	4/19/2022
Cust. Reg. Consideration EM	5/10/2022
AMS Postcard	5/13/2022
Self Mailer	7/14/2022

Wave 2	Deploy/Mail Date
Cust. Reg. Awareness EM	7/12/2022
Cust. Reg. Consideration EM	8/2/2022
AMS Postcard	7/11/2022
Self Mailer	8/8/2022

Wave 3	Deploy/Mail Date
Cust. Reg. Awareness EM	9/6-9/7 (due to Labor day)
Cust. Reg. Consideration EM	9/27/2022
AMS Postcard	9/8/2022
Self Mailer	9/15/2022



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# POSTCARD PERFORMANCE – ALL WAVES

## USPS FY22 CONNECT POSTCARD (ALL WAVES) - SESSIONS

WAVE	Mail Qt	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Net Total	Sessions Rate
WAVE 1											
WAVE 2											
WAVE 3											
WAVE 4											
Overall											

## USPS FY22 CONNECT POSTCARD (ALL WAVES) - WEB RESPONSES

WAVE	Mail Qt	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Net Total	Response Rate
WAVE 1											
WAVE 2											
WAVE 3											
WAVE 4											
Overall											



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Data Source: IWCO & Google Analytics

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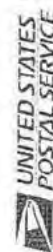
## SELF-MAILER PERFORMANCE – ALL WAVES

### USPS FY22 CONNECT SELF-MAILER (ALL WAVES) - SESSIONS

WAVE	Mail Qt	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Net	Sessions
WAVE 1											
WAVE 2											
WAVE 3											
Overall											

### USPS FY22 CONNECT SELF-MAILER (ALL WAVES) - WEB RESPONSES

WAVE	Mail Qt	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Net	Response
WAVE 1											
WAVE 2											
WAVE 3											
Overall											



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Data Source: IWCO & Google Analytics



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## AWARENESS EMAIL PERFORMANCE – ALL WAVES

- Wave 1 saw the highest unique open rate, unique clicks per open rate & unique click rate of the three Awareness waves

USPS CONNECT AWARENESS						
WAVE	Sent	Delivered	Bounces	Unique Opens	Unique Clicks	Opt-Out

WAVE 1
WAVE 2
WAVE 3

USPS CONNECT AWARENESS						
WAVE	Delivery Rate	Bounce Rate	Unique Open Rate	Unique Clicks Per Open Rate	Unique Click Rate	Opt-Out Rate

WAVE 1
WAVE 2
WAVE 3

Delivery Rate	Bounce Rate	Unique Open Rate	Unique Clicks Per Open Rate	Unique Click Rate	Opt-Out Rate
		■ WAVE 1 ■ WAVE 2 ■ WAVE 3			



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## CONSIDERATION EMAIL PERFORMANCE – ALL WAVES

- Wave 1 saw

USPS CONNECT CONSIDERATION						
WAVE	Sent	Delivered	Bounces	Unique Opens	Unique Clicks	Opt-Out
WAVE 1						
WAVE 2						
WAVE 3						
USPS CONNECT CONSIDERATION						
WAVE	Delivery Rate	Bounce Rate	Unique Open Rate	Unique Clicks Per Open Rate	Unique Click Rate	Opt-Out Rate
WAVE 1						
WAVE 2						
WAVE 3						



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■ WAVE 1 ■ WAVE 2 ■ WAVE 3

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